

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXX

NEW YORK, JULY 11, 1912

No. 2



It may truly be said that the success we have accomplished for our clients has come quite frequently through our ability to discover in a business something not apparent to the ownership—something which is really very much bigger and more important than what is commonly called “advertising.”

The important point at this stage of the transaction is not merely to find how advertising may be done, but to find if conditions in the business to be advertised are in harmony with an advertising program.

Philadelphia

New York

Boston

Cleveland

Cleveland

A

New Records Daily

A month ago one of the Standard Farm Papers commented on a record sale of beeves.

The price was \$8.50 per hundredweight in carload lots *on the hoof*—"a price that explains," says the commentor, "the 30 and 40 cent per pound city prices."

Yet since this comment was made beeves have sold at still higher prices.

Almost daily we hear of the farmer getting record prices on some line of produce.

The farmer continues to be better and better paid for his work and—observe that it is the city man who is paying the farmer's extra profit.

This is one of the factors which makes the Standard Farm Papers ideal advertising mediums. Their readers feel the spending impulse of an increasing income.

But there are other and equally important factors.

Standard Farm Papers are read thoroughly.

They have contributed to the farmer's success.

They have taught their subscribers how to farm for bigger profits.

The city man reads for diversion, but the farmer for—profit.

Standard Farm Papers are State or class mediums.

So great is their value to the

special class or section for which they are edited, that it is not unusual for a Standard Farm Paper to be subscribed for by one out of every two or three possible readers.

Used as individual units, Standard Farm Papers offer a splendid means of covering the country section by section as your salesmen work.

Used as a single medium they offer the biggest national farm circulation at the lowest rate per thousand.



THE MARK OF QUALITY

Standard Farm Papers

are	The Ohio Farmer
	The Michigan Farmer
	The Breeders' Gazette
Farm	Hoard's Dairyman
	Wallaces' Farmer
Papers	Kansas Farmer
	Wisconsin Agriculturist
of	Indiana Farmer
	Home and Farm, Louisville
Known	Town and Country Journal,
	San Francisco, Cal.
Value	The Farmer, St. Paul
	Oklahoma Farm Journal

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
First National Bank Bldg.,
Chicago.

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A JOURNAL FOR ADVERTISERS

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PUTTING A NEW POLICY "ACROSS"

THE BREAKING AWAY FROM OLD PRACTICES IS A HIGHLY CRITICAL ACT—THE NEW POLICY MAY BE PUT INTO EFFECT WITH NEW PRESTIGE OR IT MAY BE "RAMMED" THROUGH WITH HEAVY LOSS—HOW SOME MANUFACTURERS HAVE SUCCESSFULLY ACCOMPLISHED THE FEAT—MAKING THE CHANGE APPEAR AS IF OUT OF DEFERENCE TO THE TRADE

By W. W. Garrison,

Of the Hudson Motor Car Company

Several years previous to the opening of this story, a certain keen Middle-Western manufacturer literally "got mad" at jobbers and after some crafty maneuvering in retaining most of his business, began operations to dealers direct.

Three years passed. His business had grown as should every healthy business, but with its growth it took more and more clerks and help to handle the detail end. The number of detail employees grew faster than the business, it seemed. It necessitated new buildings to house them, new equipment, greater investment, greater depreciation.

The end of his fiscal year found the situation this: The employees were growing in number 8 per cent faster than the business, and the time had come for a new enlargement of the factory offices.

The growth of the detail help was natural with the hundreds upon hundreds of accounts which it was then necessary to handle in place of the account of one large jobber—or several large jobbers.

But the manufacturer fretted at "being owned" by the jobber and

he went on for a few months, when he suddenly determined to "about face" on his manufacturer-to-dealer-direct policy that he had been preaching.

It was a serious situation to him, but the new policy—in a case such as his—was almost essential, for the goods were handled by large numbers of dealers, they were sold in large-sized lots and his product was what is known as a "low-priced article."

He decided his old policy was wrong for him. But when he had originally switched from jobbers to dealers direct he had lost good strong arguments to back him up. The advantages of direct dealing he had elaborated upon, he had told dealers how much greater the satisfaction of dealing with the man who made the goods, adjustments were made with greater speed, it was not necessary to split a profit with the jobber and the manufacturer could sell him better goods at the same price and produce satisfied customers for him.

It was this sort of talk he had to undo in switching back to the jobber policy.

The thought flashed across his mind that a friend of his, a trade paper editor and an authority among dealers, could help him. His friend was opposed to his belief in the direct dealings with dealers.

Purposely he got into a discussion with his trade paper friend on the question. The editor argued strongly the jobber's position.

"Your argument is convincing," said the manufacturer. "Why don't you put that on paper and issue a book to the trade on it? You might bring me around to your way of thinking. If it was a good book, convinced me and stated the matter clearly, I might be persuaded to mail some of

them out to dealers and pay the freight."

It was an unusual plan, but the manufacturer was a big figure in his industry and he actually needed missionary work to help him out on the change of policy.

He made good his promise and stood the expense of the book going out to the retail trade.

A letter went with it to insure that the dealer read it. The letter was written on the trade journal stationery. A day or two later the editor asked the manufacturer: "Well, are you going to distribute through the jobber? You certainly must be convinced of the soundness of that policy by this time."

He asked the manufacturer if he had heard from the book. "No," the latter replied, "but I'm going to find out if it has had any influence."

Within a week this letter went out to the trade:

You read the book, "The Function of a — Jobber," written by —.

Are his arguments that the jobber simplifies distribution, makes the dealings of the retail merchant easier, and gives a quick source of supply sane?

Would the jobber cut down your investment because his close proximity allows you to carry a smaller stock of goods?

Would the jobber arrangements be more satisfactory than the manufacturer-to-dealer deal under which we are now operating?

Write me fully. I don't want to be out of harmony with the trade, and if you want that sort of a deal I want to know it.

Please use the enclosed self-addressed envelope for reply.

A goodly proportion of answers came back. On top of the convincing arguments of the trade paper editor the manufacturer was certain in advance what the outcome would be. In fact in his letter of questioning he "sold" the jobber proposition, counting upon the editor's remarks to ram home his point.

The result was that the editor's arguments, reinforced by the manufacturer's letter, brought back the request for jobber distribution that he wanted.

At that point the announcement of the new policy was easy. "The trade wants it," was the tenor of

the letter that told how "hereafter these goods are to be distributed through jobbers."

The manufacturer was bigger than any jobber to whom he sold. In addition to that his influence was big in the industry. Consequently there was no resentment among jobbers when the new policy was announced to them as it was to the dealers. The product was a good one, had an excellent reputation and the jobbers took it back into the fold without any to-do.

But the big point was that this manufacturer carefully made the trade ask him to change his policy. That was sufficient ground for him to "about face" on the whole proposition, without years of explaining and lost motion in the sales department.

And he was counted a big, sound, business man because he made no effort to butt his head against the wall of trade opinion.

If in some way the manufacturer who switches from one policy to another can bring about a general request from the people to whom he sells for that change of policy—the change that he desires—it is not difficult to achieve it.

Some manufacturer who reads this will say: "And every little whim that the trade wants, they will expect me to concede, after such an action as that."

Such is not the case, however, if the trade is thoroughly impressed with the fact that the manufacturer has acted with tremendous deliberation and after devoting much thought to the change of policy. It depends entirely upon the dignity of the handling.

There was another instance of a manufacturer who sold a fairly high-priced line of goods. He had previously asked for inquiries the same as would a mail-order house in its advertising. Then he would send the inquirer a catalogue and notify the dealer to get out after the prospect.

But the size of the catalogue was growing by leaps and bounds, as the line increased each year. The postage was becoming enormous.

When the advertising clothes makers of the West use but one newspaper in Chicago territory, it is invariably—and *always has been*—The Chicago Tribune.

Some of them who can afford more than one, use *only* The Tribune anyway. They feel that the field has been covered—that *further outlay is superfluous*. This also represents the sentiment of Eastern and Southern clothes-makers who are familiar with conditions.

There is scarcely a Retail Clothier in Illinois, Iowa, Indiana, Michigan and Wisconsin (the Chicago Territory) who does not read The Tribune, and these men sell to a population of *fifteen million prosperous people*, of which 700,000 are modern farmers.

These Retailers watch The Tribune because they want to read *all* the representative clothing advertising both local and foreign—because they consider it The World's Greatest Newspaper and they wish to be *instructed, entertained and informed*.

These facts are *meat* to advertisers.

Write to The Tribune for the analysis of conditions.



The Association of American Advertisers has examined and certified to the circulation of this publication. The figures of circulation contained in the Association's report only are guaranteed.

Association of American Advertisers

No. 2288

Whitehall Bldg. N. Y. City

The Tribune prints far more advertising than any other Chicago paper

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Office, 1207 Croisic Building, 220 Fifth Avenue, New York

Spasmodic protests from dealers that they be allowed to send large volumes of selling literature to their prospects had been resisted by this manufacturer.

Now came the question of how he was to relieve himself of the postage burden which was growing greater in proportion to the sales. Again this was natural, for the line was larger, yet it was always necessary to send out a catalogue of the entire line, a privilege that he had always reserved for himself, believing that he could better follow down the prospects. And prospects were not always interested in the entire line—in some special article usually.

He finally came to the decision that he could relieve himself of the abnormal postage burden by shipping the catalogues to the prospect's neighborhood. That suggested the dealer as the focal point for the catalogue distribution and he proceeded to lay down mentally the arguments in favor of the dealer giving out the catalogues from his store.

In a letter he stated the advantages. He told the dealer that it put him in closer touch with the prospect, that it instantly forced the prospect to get acquainted with the dealer. That it cut down the volume of literature necessary to sell a given prospect.

Then at the bottom of the letter he asked for opinions of the dealers. "Would this be more desirable than the present method?" he asked, and the reply was—for the manufacturer had "sold" the dealer on the fact that this was a better scheme—that the suggested plan should produce more sales for the dealer. The dealer vote was affirmative.

Thereafter the manufacturer shipped the catalogues in large lots by freight to dealers instead of mailing them direct to the prospect.

The saving was enormous, not only in postage, but it cut down the usual twenty-five per cent of curiosity inquiries to almost nothing, for the dealer had a better opportunity to size up a prospect before proffering a catalogue

that might have cost anywhere from twelve to thirty cents each.

Changing from one policy to another can always be easily accomplished when the manufacturer will dig down and scent the other man's viewpoint. Then let him lay out his arguments in favor of the change—from the other man's viewpoint—and forget his own interests in the matter.

The instant he states his own interests as the reason for the change he arouses rebellion, so to speak, in the other man. But if the second person's interests are emphasized and the gains he will make as a result of the policy change, made to stand out clearly over everything else, there is little question about the policy's acceptance.

I have seen efforts to effect changes of policy fall flat because the manufacturer in his explanations left the impression that his reason for making the change was for his own interests. At the same time the changes could have been successfully accomplished because of the salient advantage they possessed for the customers of the house.

MALLON, OF THE SUN, GOES WITH BUTTERICK

George B. Mallon, for twenty-four years with the New York Sun, has retired from the city editorship of that newspaper and on September 1 will become associated with the Butterick Publishing Company. Kenneth Lord will be the new city editor of the Sun.

On June 30 a farewell luncheon was given to Mr. Mallon by the members of the Sun staff and alumni association. It took place at the Hotel Brevoort and among those present were Collin Armstrong, president of the Sun Alumni Association; Chester S. Lord, managing editor of the Sun; District Attorney Whitman; Talcott Williams, head of the Pulitzer School of Journalism, and Robert Frothingham, advertising manager of *Everybody's Magazine*.

The Ward Baking Company, of New York, has been incorporated at Albany. The capital is \$30,000,000, half of which is common and half of which is preferred stock. Directors of the corporation are Robert B. Ward, William B. Ward, William C. Evans, New Rochelle; George L. Ward and James B. Arthur, Pittsburgh; George L. Waters, Sharpsburg, Pa.; Joseph Speidel, Jr., and B. Walker Peterson, Wheeling, W. Va., and Henry C. Phipps, of New York City.

In creating the new-size Metropolitan we did not imitate.

Our magazine is as characteristic as is the first robin that raises his voice in the Spring.

It stands as impressively apart as the man who bats a "homer" in a tie game.

We have made our publication more beautiful than ever—more entertaining; but for the first time in eighteen years the Metropolitan calls to its readers "follow me" instead of "abide a while." This is a vastly different attitude, Mr. Advertiser, and all in your favor.

The Metropolitan impresses with its individuality but commands attention because it conveys a "message" through its editorial departments.

The Metropolitan Magazine

286 Fifth Avenue, New York

O. H. CARRINGTON
Advertising Manager

Nelson J. Peabody,
14 West Washington Street,
Chicago.

Tilton S. Bell,
6 Beacon Street,
Boston.

WHAT TO DO WITH THE DULL SEASON

THE TIME WHEN BUSINESS FALLS OFF IS A GOOD TIME TO PLAN FOR MORE BUSINESS—HOW A SUGAR REFINER USED A DULL SEASON TO FIND OUT WHY IT WAS DULL

It is possible in many a business to wipe out the "dull season" altogether, or turn it into a period of helpful planning which will make the coming busy time doubly productive.

In some lines a dull season is a necessity, and a blessing it is, too. A man must have some time in which to get his mind free from the snarls of detail, time to get a glimpse of the business as a whole. The farmer lets his fields lie fallow one year in seven—a dull period for them—and meanwhile they are storing up the means of producing better crops for the coming years. A dull season isn't altogether a bad thing if it is used right.

Sugar refiners aren't supposed to have any dull season, yet the per capita consumption of sugar is a little higher in summer than it is in winter. This is due to the fact that fresh fruits, berries, etc., take a good deal of sugar, iced drinks get their share, and home canning operations require a considerable quantity.

One of the largest sugar refineries in America recently decided that it wasn't getting enough of this increased summer consumption, and spent several months of the "dull" season investigating to find out the reason.

There were several reasons. For one thing the granulated sugar marketed by the concern was just a trifle too coarse to be used on cereals, berries and so on. When cream was applied to such foods, the sugar would not stick, it being simply washed into the dish by the liquid. When the granulated sugar was used in drinks such as cold tea, the sweetening drifted to the bottom of the glass and remained undissolved. From these facts it was seen that there was an opening in the market for a granulated

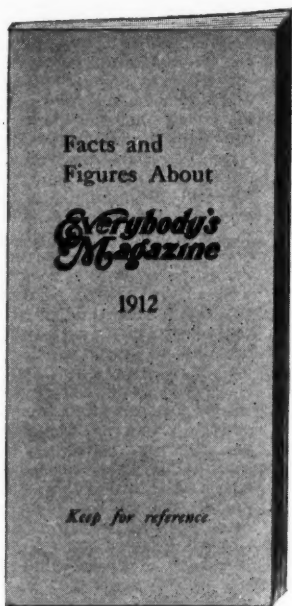
sugar which was fine enough to stick to berries and would dissolve readily in water. Then the problem was attacked from another angle.

Pulverized sugar marketed by the refinery was submitted to numerous utility tests. Grocers were carefully questioned. The dealers said that pulverized sugar was too high priced to be bought extensively by the ordinary housewife. But the manufacturing process necessary to make pulverized sugar was such that the price could not be lowered. So housewives were questioned in numerous instances. The women said that one of the big reasons why pulverized sugar was not used more was that it necessitated the maintenance of two sugar bowls and what was the use of two when one was almost as good and quite a bit cheaper. From this the refinery was convinced that granulated sugar of a grade midway between the ordinary sugar of that type and a trifle coarser than the pulverized ought to have a good sale.

This spring a brand of this sort was given a try-out in Chicago. Fifty men were started on a house to house canvass. Samples of the new sugar in attractive sealed packages were left at residences. This was followed up by salesmen who worked with the retailers. Although Chicago has not been covered yet, a demand has been created which has encouraged the refinery to make an attack on the New York City market without waiting for the final results from Chicago. Sampling is now going on in New York. Within a very short time advertising in standard mediums will be used to spread the demand created by the sampling and the work of salesmen.

A certain house which built up a big business in condensed milk has grown to be one of the largest dealers in fresh milk catering to residents of New York. Wagons from this house cover the city. But this concern cannot shift its energies to another line when people go away for the summer. It tried this to

11 out of 18



Everybody's was First among the Nine Leading Standard Magazines in no fewer than 11 out of 18 advertising classifications in 1911. Here they are:

Automobiles and Accessories.

Classified Advertising Dept.

Household Goods, Furniture, etc.

Public Service, Telegraph, etc.

Trunks and Travel Conveniences.

Wearing Apparel.

Construction and Equipment of Buildings.

Dining Room and Kitchen Supplies.

Pianos and Instruments.
Sporting Goods.

Watches, Eyeglasses and Personal Jewelry.

The same thing "happened" also in 1908, 1909 1910.

This fact and other vital facts contained in the above booklet should be in front of every advertiser and agent when making up Fall lists. Send for a copy.

W. R. EMERY, Western Mgr.
Marquette Bldg.
Chicago

Robert Frothingham
Advertising Manager
New York

a certain extent by placing a brand of scientifically soured milk on the market. But this has not met with a ready response because of the high cost of preparation which brings the retail price up to ten cents for a half pint, and at that leaves a very little margin for the druggists, who are looked upon as the natural introducers of the product. Imitations of the product have sprung into the market with great rapidity, so the manufacturer sees before him a long, hard pull before he has the soured milk firmly entrenched.

Yet this distributor of milk has obviated summer dullness to a great extent. Much attention has been given to the selection of drivers, who are looked upon as representatives of the house. They must be able to solicit business and look after it once a customer has been secured. The drivers look after collections. Routes are kept small by intention. Each man is familiar with the people on his route and when a family plans to leave town, the head office is often notified of the intention several days before the departure. The distributors' routes cover a large portion of Long Island in the summer time. Stations are maintained at places like Rockaway. So when a driver learns that a customer is going to commute for the summer, the account is transferred to another route. And the first morning after the customer's arrival at the suburban town, a driver from the house calls, opens an account and delivers the milk.

Summer has been found by one big organization to be the best time in the year for sales by letter. A representative of this company said not long ago that he believed a good business letter stood a better chance of being read in August than it did at any other time. He went on the theory that during the hot weather dealers often made it a point to take it easy in the store. And right during these little resting spells was the time that the retailer would read a soundly written business letter and pay some attention to what was said.

This same representative said that his house would have a man on the job August 1, if it learned a competitor was to start a salesman in certain territory on September 1. The extra weeks spent in getting acquainted with the dealers and laying foundations for fall business would very likely be sufficient to throw the balance of trade from the section into the treasury of the house which had a man on the job early. And he added that his house would consider the month's salary and expenses a very good investment.

The cereal people long ago recognized the summer as the big time for sampling. A wholesale grocery house has made things boom around its plant by marketing a special collection of products in baskets. These contain about everything in the food line which could be demanded by the class of people which confines its vacation to a few days in a cottage or a tent. The goods sold in this manner not only go out at a good profit, but the numerous varieties give consumers a good idea of the lines carried by the wholesale house and start demands which result in larger sales when the transients get back to their homes.

A sales manager, whose activities have brought him in contact with the inside plans of several very large establishments, was recently asked to state what to his mind was the best idea of getting around the dull season. "Concentrate on territory," he said. Then he went on to explain the policy of a big preserving concern which markets among other things catsups, baked beans, jellies, etc. It seems that this company by making it a point to send its salesmen to cities of from 5,000 to 25,000 has increased the total of its sales during the summer season to a very considerable degree. It has taken into consideration the fact that salesmen like the country in the summer the same as everyone else does and that they will produce better results than when confined to the large cities. Therefore, this concern sends its traveling men into

Display Advertising In Boston Newspapers

DURING FIRST SIX MONTHS OF 1912

The Boston Post

LED the Display Advertising Procession

23 Weeks Out of the 26

The Boston Post

LED Its Nearest Competitor

by — **263,401 Lines**

The Boston Post

LED in Local Display by 95,646 Lines

LED in Foreign Display by 167,755 "

The Boston Post

LED in Automobile Display Advertising

Carrying a Total of 228,129 Lines

Post Led Globe by 263,401 Lines of Display

Post Led American by 423,323 Lines of Display

Post Led Herald by 1,277,869 Lines of Display

The Reason Why

AVERAGE JUNE, 1912, CIRCULATIONS

(No Voting Schemes.

No Coupon Contests.

Just Bona Fide Legitimate Circulation)

Boston Daily Post

408,007

A Gain of **66,551** Copies per day
Over June, 1911

Boston Sunday Post

328,529

A Gain of **40,131** Copies per Sunday
Over June, 1911

Western Representative:

C. Geo. Kroegess, Marquette Bldg., Chicago

Eastern Representatives:

Kelly-Smith Company, 220 Fifth Ave., New York

country which is almost inaccessible in the winter time. In such places the salesmen find dealers ready and willing to talk.

"Practically every small city surrounded by farms is a good town for summer work," the sales manager said. "Someone from every farm goes to town two or three times a week. Goods which are attractive enough to be bought by such visitors will be speedily introduced to the country household. And the goods which go home do the best sort of 'missionary work.'"

Winter has never been regarded as a building season—particularly in concrete work. And the winter months comprise the off season in the cement industry. Very often plants shut down completely. To overcome this condition, efforts have been put forth by the Universal Portland Cement Company, of Chicago, to convince builders that concreting may be done safely and well during cold weather. By advertising and the distribution of books it was emphasized and made clear that concrete construction in the winter was not only possible but practicable. A record was kept for a considerable time of work done in cold weather. This was actually carefully tested and found to be satisfactory. Much of the data gathered to cover this subject was gained from actual building at the company's own plants. Very often it was found necessary to do concreting in the winter and often the winter work was even better than that executed in the summer. Generally no difference could be discovered between the two, where the concrete was surrounded with proper safeguards. This led to the conclusion that it was a mistake to discontinue building work in cold weather, for concreting could be economically and satisfactorily carried on in a freezing temperature under proper precautions. By the wide dissemination of this information, concrete construction was given another impetus and winter work promised to become an important factor in the development of this industry.

LETTERS WHICH LOCATE PROSPECTS

LETTERS THAT ARE FIRST COUSINS TO SALES LETTERS BUT WHICH AIM MERELY TO DRAW INQUIRIES—THE LETTER AS AN ADVERTISING MEDIUM—CLINCHING ATTENTION AND MAKING IT EASY TO INQUIRE

By S. Roland Hall.

Ask an advertising man to name the principal classes of advertising mediums and it is unlikely that he will include letters.

Yet the letter is one of the most important and most used of advertising mediums. The flesh-and-blood salesman, though he costs a great deal of money, is usually the most effective bearer of the manufacturer's or tradesman's sales talk to the consumer. But the letter comes next for direct dealings and for the personal touch.

Of course it often happens that the letter is opened and inspected by some one else before it reaches the one to whom it is directed. But a letter of the right sort has more than a good chance to get into the hand of the proper person. (Not a large proportion of advertising letters are of the right sort, by the way; you couldn't pick out enough out of your year's receipts to make a good exhibit at an advertising club.)

Much has been written about the sales letter and the collecting letter—two important members of the letter family. Not so much has appeared about the prospect-developing letter, the good-will letter, the complaint-adjusting letter, and even other letters of big advertising value. None of the letter family is more important than the prospect-developing letter. An advertiser may want to send out his solicitors to interview interested persons, or he may want to conduct a long mail-soliciting canvass when he has found interested people. But it is costly to carry out these complete solicitations on a general list of people. Some means must be found of trying out the list, of picking out the

good names for the poor ones. So he falls back on the prospect-developing letter—the scout that is to locate the people on the list worth while going after.

No letter is more difficult to write than the prospect-developing letter, for it goes to those who have given no indication of interest. And it can be checked up as accurately as the mail-order advertisement.

How to get the point of contact—to gain the interest—is the first consideration. One user of this class of letters recently found that he could easily get the attention of advertisers by enclosing a clipping of one of their recent advertisements, but in this case the letter was one that could be connected up with the advertisement logically. The use in the beginning of the letter of the name of some one that the recipient of the letter knows has also proved to be a first-class attention getter: that is, have the letter open something like this: "It has been suggested to us by Mr. Charles Brown that perhaps you would be interested," etc.

Sometimes a very pointed question does the trick well—"What would it mean to you to be able to collect fifty per cent of the accounts you now lose?" Or a striking idea may be put in another way—"Here's a way to double the efficiency of your sales force."

At any rate, the writer of prospect-developing letters should keep clear of those hackneyed, formal openings such as, "We take pleasure in calling your attention," etc.

The relating of pertinent incidents, quoting of conversations, etc., make the beginning of a letter look interesting, particularly if the opening paragraphs are short and the letter is thus made light looking.

WHERE CONCISENESS COUNTS

The prospect-developing letter must prove its case quickly. The sales letter is often to advantage made several pages long, notwithstanding what some critics of long letters say—but the one to

whom the prospect-developing letter goes has so far shown no interest, and he ought to be addressed concisely.

Above all, the prospect-developing letter must make it easy for the recipient to ask for further information. There are various ways of doing this, the most popular perhaps being the enclosing of a post-card or a postal card that is already printed, so that all the inquirer need do is to sign his name and mail the card. And right here is a good place to remark that the writer of this article in a thorough experiment found that post-cards were better than postal cards, the reason being that the postal card brought too many idle inquiries, while the inquirer wouldn't bother to put on one of his own stamps on a post-card unless he were really interested.

Having an inquiry form at the bottom of the letterhead is a variation from the post-card idea; the reader simply signs this form and mails it. Still another way is to invite the reader to write "O. K.," "All Right," or "Show Me" on the letter and return it as an indication that he is interested.

Emphasis is usually and properly laid on the fact that the sending for information does not put the sender under any obligation. "Sending this card puts you under no obligation whatever, but merely gives us an opportunity to show you how we can effect a saving in your business."

Don't expect a large return from your prospect-developing letters. The method sometimes pays even when only two or three per cent of a list can be interested.

The prospect-developing letter, if it brings a reply, gives the salesman a logical excuse for calling. He takes the inquirer's request for information with him when he goes around, and the biggest bugbear of salesmen—getting a hearing—is removed.

The Los Angeles, Cal., *Evening Herald* has become a member of the American Newspaper Publishers' Association.

"Students of economic conditions are convinced that the American system of selling has been extremely wasteful, and manufacturers in many lines are now earnestly considering not only what they may do to organize their production on the most scientific basis, but also how they may lessen the cost of selling and thereby make a greater profit, or give the consumer the advantage of a better article for the same money or the same article for less money."

N. W. Ayer & Son

Judicious newspaper advertising will reduce the selling cost of trade-marked commodities in population centres, by making possible a wide distribution and accelerating the interests of both dealer and consumer—an ideal combination. Insufficient and scattered distribution are leaks in the national selling scheme, which should be plugged up before the manufacturer makes elaborate advertising bid for universal patronage. Concentrate your advertising and sales energy in sections and localities where distribution and dealer co-operation can keep pace with the public demand for your product. This application of modern merchandizing means more attention and study of (localized) newspaper advertising.

This advertisement is written around a combination of four high grade metropolitan *evening* newspapers. Each publication means much to any manufacturer who wants to perfect his merchandizing and selling efficiency in Philadelphia, Washington, Indianapolis and Montreal. There is a buying population of over three million prosperous people in the metropolitan territory (this includes population city and suburban within a radius of ten miles) dominated by these leading newspapers:

The Philadelphia Bulletin - Covers Philadelphia
The Washington Star - Covers Washington
The Indianapolis News - Covers Indianapolis
The Montreal Star - Covers Montreal

If you are selling a commodity that has big sales possibilities in any or all of these cities here is where your advertising and sales work should be concentrated for best results. There is no waste or scattered energy in this method of publicity. Each big city market is a unit in itself, and for best results should be operated, from a sales and advertising standpoint, independent of methods employed to reach the trade in the small town territory by reason of difference in viewpoint, tastes, incomes and spending capabilities of people.

There is a whole lot of horse sense about newspaper advertising intelligently applied in these markets. I can tell you about some of these successful campaigns which might interest you. Request for interview will receive prompt attention. Dan A. Carroll, Tribune Building, New York.

What Dealers Think Of Dealer Co-operation

Good Housekeeping Magazine systematically interests retail merchants all over the country in pushing nationally advertised goods, and its Dealer Service Department provides them free of charge with aids to local advertising. These letters, typical of many, show how they respond to our presentation of the idea.

HARDWARE

"We are much pleased that you will place our name in your 'Buyers' Guide' as one of the establishments that will keep its various departments fully up to date in regard to all the regularly advertised goods. It is a pleasure to us to handle and push such goods as are advertised in the standard and high-grade magazines, such as Good Housekeeping."—*Louis Hanssen's Sons, Davenport, Ia.*

DRUGS

"We would like to be on your list of Good Housekeeping Stores. We look for advertised goods and often stock them in advance of even the first calls."—*Seiler Drug Co., Omaha, Neb.*

DRY GOODS

"This store desires to make application to be included in your 'Buyers' Guide' list. We invite any questions or investigations that may be desired in connection with our admittance and believe you will be entirely satisfied with our replies and the results."—*Hutzler Bros. Co., Baltimore, Md.*

GROCERIES

"We wish you to forward these cuts immediately so that we may use them in our house organ, which we publish monthly and mail to 10,000 elite housewives. We congratulate you on securing the aid of Dr. Harvey W. Wiley, and on your effort to link National Magazine Advertising with the retailer's advertising."—*J. F. Conrad Grocer Co., St. Louis, Mo.*

JEWELRY

"We think the series of ads, cuts, etc., are about as complete, catchy and attractive as can be made. We are sending copies of newspapers in which we have used them."—*The Walter Powell & Sons Co., Cumberland, Md.*

PIANOS

"Enclosed find specimen card with impression of one of your electros thereon. Notwithstanding the general depression in trade, the writer has found considerable business resulting from the use of this medium. I have circulated since the Fall of 1910 about 125,000 pieces of advertising similar to the enclosed card. The cuts furnished by you have added a new interest that cannot fail to stimulate."—*Franklin L. Ford, Philadelphia, Pa.*

More than three thousand high class retail merchants are now actively co-operating with us along these lines. Will you let us deliver their co-operation to you? September closing date August 1.

Good Housekeeping Magazine

New York Boston Washington Chicago

The Largest Class Publication in any Field

Present rate: \$2 per line

SOME ESSENTIALS IN TRADE-MARK PROTECTION

UNFAIR COMPETITION MUST BE HALTED AT ONCE OR COMPLAINANT IS LIKELY TO LOSE THE CHANCE TO STOP IT—EVIDENCE TO SHOW "INTENT" NOT EASY TO GET—SLEEPLESS NIGHTS AND LONG JOURNEYS RUN UP THE COST OF GETTING EVIDENCE

By James L. Ferguson.

"I am sending package put out in this territory by the Blank Co. Looks like an infringement to me." Those words on a salesman's daily report have started something in more than one concern. The Blank Company may be mighty insignificant, and it may not seem likely to become a competitor worth noticing, but the infringing package is another matter. It is necessary to stop that and stop it quick, for delay may lose one the right to protection.

About nineteen years ago, Col. Edward Knox, founder of the Knox hat business, started a retail outlet under the name of the E. M. Knox Retail Hat Co. In order to offer a complete line straw hats and caps were added to the stock in the retail stores, although the Knox Hat Manufacturing Co., had nothing to do with them. The retail concern, however, placed the well known Knox crest in the straw hats and caps, in addition to the name of the actual maker, and as they were sold by a concern bearing the name of Knox a good many people thought they were getting hats of Knox manufacture.

In June of this year a disgruntled minority stockholder applied for a preliminary injunction to restrain the E. M. Knox Retail Hat Co. from selling under the Knox crest any hats not manufactured by the Knox Hat Manufacturing Co. In the ordinary course of events such an injunction would have been granted pending a hearing, but the Court held that inasmuch as no complaint had been made for nineteen

years, and the practices complained of had been allowed to continue without protest for that period, the request for a preliminary injunction would be refused.

The above instance shows how necessary it is to keep constant watch, and stop unfair competition no matter where it shows itself or how insignificant it may appear. The National Biscuit Company has stopped to date no less than six hundred and forty-four imitations of its packages or trade-marks, which were put out by over 125 different manufacturers of biscuit in this country. It is not likely that more than one or two of the lot would ever become a competitor to be feared, but it was necessary to stop them the moment they appeared. The law presumes that each man will exercise due diligence in protecting his own rights, and if he fails to do so while an infringer is small the courts may refuse him protection when the competitor grows large enough to be dangerous. Earl D. Babst, general counsel of the National Biscuit Company told the writer that the company had spent a sum running into the hundreds of thousands of dollars to protect its marks from unfair competition. A good many cases were settled without an appeal to the courts, but every one of them represents an expenditure for attorneys' fees, cost of getting evidence, etc., which can only come back in the increased value of the company's marks.

Information of a new infringement generally comes through the company's salesmen, through dealers or sometimes consumers. The unfair competition is likely to spring up anywhere. One of the big cloak and suit houses spent a lot of money driving out a single isolated dealer who was selling cloaks under a name which resembled the company's trademark. He probably didn't sell fifteen thousand dollars' worth a year, but the company had a couple of loyal dealers in that town and felt that a part of the fifteen thousand at least belonged to them. The infringer had the nerve to offer to quit for five

hundred dollars. He figured that it would cost more than that to drive him out and the manufacturer might like to save a portion of the expense. But a company's lawyer sent a stenographer up to buy a suit, and instructed her to ask for one of the manufacturer's make. She got the suit all right, and a vigorous threat of a suit of a different kind made the dealer change his method of doing business without a reward.

In fact the hardest part of an unfair competition case is the securing of evidence. The case of the man who rifles your till is tried in a court of law, and the penalty is set down in plain terms in the statute book. All the evidence you need is to prove that he did it. But an unfair competition case is tried in a court of equity, the penalty is *not* set down in any statute book, and the actual thing done was done publicly and nobody denies it. The evidence you have got to get must show that the man *meant* to infringe, that he intended to pass off his goods as yours, which is not always an easy thing to do.

The L. E. Waterman Company, manufacturers of Waterman's Ideal Fountain Pens, has recently received a permanent injunction against the Modern Pen Company restraining the latter from selling fountain pens marked with the name "A. A. Waterman" unless the words "not connected with the original 'Waterman' pen" are used in connection with the name, and in letters at least as large. Of course the fact that A. A. Waterman is connected with the Modern Pen Company gives them the right to use his name provided it is not used in such a manner as to deceive.

The Modern Pen Company went about through the country, renting dealers' windows for periods varying from two days to a couple of weeks, and putting representatives into the dealers' stores to sell the pens. Newspaper advertisements read "*A Waterman Pen for \$1*" in gothic caps, which you might read to suit yourself. The name "Ideal" was not used of course.

When the L. E. Waterman Company brought suit, the Modern Pen Company answered that they had a perfect right to use the name "Waterman," that they had not used the word "Ideal," and were hence not competing unfairly. It thereupon became necessary for the Waterman Company to prove that some considerable number of people had been led to believe that the pens offered by the Modern Pen Company were Waterman's Ideal pens.

That was not particularly difficult it happened, since the licensed Waterman dealers in every town were glad to furnish the names of competitors who had rented show windows to the Modern people. The licensed dealers were in many cases sore enough to come through with the information long before it was asked. Letters to the dealers who had bitten on the window display proposition, brought forth replies like this:

MERIDIAN, MISS., MARCH 1, 1912,

Your letter of recent date to hand. Not till a day or two ago did I know that there was something rotten in Denmark in regard to the pens, which were being sold at my store.

In glancing through a copy of the *Druggists' Circular* I happened on your "ad" and immediately noticed that there was a difference between your initials and those of the Waterman Company represented by the gentleman who was selling the pens here.

You understand the selling of the pens here was done as it is done in many places by these traveling people.

It was my intention to have the selling done under my name as well as at my store, but the city authorities nipped that in the bud by insisting on the party having their own license.

So the selling of the pens about which your feelings are "damaged" was done at my store but not through me. However, I am free to confess that the man here was an out and out fake in many ways, and I feel sure that he stole some of my merchandise while in the store. His evident intention was to fool the people about the Waterman Pen and he even fooled me until I saw those initials.

He is headed for New Orleans and may stop at Hattiesburg, and it would be very pleasant to me if you could put him out of business, as I am morally certain he swiped some of my stuff, though I cannot prove it except by circumstantial evidence.

He stuck those Waterman Pens in the window and people thought they were getting the real thing. In fact, he said he was going to sell the

Waterman Ideal Pen for a dollar and make these fellows tired who were trying to root him out of town.

He was no earthly good but he sold a good many pens, something like three hundred and fifty.

I always try to conduct my business on the "square," and had I known while he was here that he was running that fake name to make people believe he was selling the original Waterman pen, I should have stopped it at once.

Yours truly,

That was the sort of evidence which was submitted in large quantities, and it showed conclusively enough that even the dealers themselves, many of them, believed that these were genuine Waterman's Ideal pens which were being sold at a cut price, and the permanent injunction resulted.

Nobody denied the facts throughout. It was the *intent* which was in dispute.

But frequently it is not so easy to get evidence as it was in the Waterman case. The Gorham Manufacturing Company secured an injunction against F. & M. Weintraub, Schmidt & Sons, and Di Salvo Brothers last May, preventing them from using the stamp of a lion and anchor and the letter G on silverware. The injunction was granted more than three years after the complaint was filed, and the evidence went back as far as 1856.

The defendants put up the following lines of justification for their use of the marks: 1, the three symbols form an English hall-mark, hence cannot be adopted in this country as a valid trade-mark; 2, the marks are not used to indicate origin or ownership, but for the purpose of identifying the quality; 3, a trade-mark consisting of those figures is a violation of the treaties between Great Britain and the United States, and 4, Non-infringement.

It is not necessary to discuss the case in detail. The four "lines of defense" are sufficient to show what ramifications of evidence the complainant had to produce. It was necessary to show what the marks would indicate to an English buyer of silverware, what they indicated to an American buyer of the present day, and that

HERE

It's not a matter of "once upon a time"—but now and here.

The next opportunity is the September McClure's.

The tendency of everything is to fade and wear out—there are no exceptions, not even advertising.

To benefit tomorrow—do it today.

McCLURE'S MAGAZINE

E. F. CLYMER
Manager, Advertising
Department.

they had indicated the same thing for a period of fifty-six years. No wonder it took three years to prepare the evidence and for the judge to read and digest it.

It is the item of evidence which makes the protection of a manufacturer's right so expensive. As Mr. Babst, counsel for the National Biscuit Company says, "It's the sleepless nights, incessant anxiety, long railroad trips, and the digging for a week sometimes for a little fact like the date on a letter fourteen years ago. It is expensive, but if the manufacturer, whatever his size, has something worth having, it is worth fighting for."

IT DOES

CHARLES FULLER COMPANY.
INDIANAPOLIS, IND., June 20, 1912.
Editor of PRINTERS' INK:
The inclosed ad is one of the rare tricks which occasionally break into

YARDS AT

PARAGOULD, ARK.	WALNUT RIDGE, ARK.	BERNERSVILLE, MO.
BECKTON, ARK.	BUTTERVILLE, ARK.	CALDWELL, MO.
MARSHDALE, ARK.	CANTON, MO.	CANTONVILLE, MO.
		HOLLYWOOD, MO.

East Arkansas Lumber Co.

print. I thought perhaps it might interest you.

ROY BUCKLEY.

SOUNDS FAMILIAR?

A retail shoe dealer who says he is sick and tired of reading the ordinary line of "bunk" some manufacturers hand out about their factories, writes the following to the *Boot and Shoe Recorder*:

"My store is located on one side of a street, paved principally with Illinois mud. The front portion of the store I use for windows. These are made of glass, set in square frames. The door is also in the front of the store, of the most approved pattern, opening on hinges. At the bottom of the store I placed the floor, reserving the top of the room for the ceiling. The walls are at the side and run straight up. An improved Jewel heating stove is part of the equipment, and in the year 1907 I put in a new eight-inch stove pipe, two feet longer than the other one. I use the wall space for a variegated stock of shoes, some of which I had the misfortune to buy four years ago. The shoes are kept in pasteboard cartons. A number of chairs are scattered about the premises and are used principally for customers to sit on."

TAKING UP THE SLACK IN SALES PLANS

CHANGES IN MINOR DETAILS WHICH HAVE PAID BIG IN EFFECT—THE AMERICAN TOBACCO COMPANY'S BETTER SAMPLING SYSTEM—A SALES CONTEST OF A NOVEL SORT IN WHICH EVERYBODY WINS

By G. D. Crain, Jr.

Frequently a change in what looks like a minor detail will raise materially the efficiency of an advertising device. The "good old ways" pay, of course, but it is quite possible that a variation of or addition to them will pay better. And it does not necessarily mean an added expense either.

The American Tobacco Company is sampling a new brand of cigarettes just a little better than seems necessary, with a number of details which are not part of the time-honored sampling campaign. Omar cigarettes were marketed to meet a peculiar trade condition caused by the dissolution of the tobacco company, and its growing success is based on a sampling plan which is about as effective as can reasonably be worked out.

The samplers are high-grade men. They appear to be of a type equal to the salesmen who call on the regular retail trade. They are well-dressed, of good appearance and know how to speak their little piece in a natural and convincing manner. Inasmuch as the failure of probably a majority of sampling plans is due to the rather cheap class of help used in disposing of the samples, this seems to be a vital point in the plan of introduction.

The sampler delivers no cigarettes without explaining the proposition fully. He asks the recipient first whether he smokes. Then he explains briefly that the new brand is being put out, and that the manufacturers want the public to try it. The sampler makes the request that if the smoker finds the cigarettes good, he will ask for them at his dealer's next time. He then presents a full-size, regulation package of

Natural Selection

For twenty-eight years we have been building a great organization. The nucleus of this organization is THE LADIES' HOME JOURNAL. The editors conceived and developed a publication which they believed would meet the needs of a certain group of women and would then win their confidence and support.

To judge the sort of women—the sort of homes they aimed to influence—study THE LADIES' HOME JOURNAL. Study this publication tonight on your own library table as though it came from Tasmania or Singapore, and as though you were studying a new country from a window.

This publication does not appeal to every woman or every home; to some its appeal is only slight and of little moment. The nature of this appeal is the selective agent that determines what homes it reaches out of all the homes in the country.

To the illiterate, the slovenly, the foreign-speaking, the shiftless, the improvident, the appeal is of no moment—or, at least, not enough to warrant purchase. Those who can't read, those who won't read, and those who can't afford to read are automatically excluded, and—those who do not love a home.

Of those that remain, more than 1,750,000 are paying over \$2,600,000 this year for this medium for itself alone—THE LADIES' HOME JOURNAL.

The Ladies' Home Journal
Circulation, more than 1,750,000

The Saturday Evening Post
Circulation, more than 1,900,000

Omar cigarettes, which ordinarily would sell for fifteen cents. The package is not cut down nor reduced in any way, and even contains one of the coupons which are given with the goods, and which may be used in securing silk posters adorned with pictures of leading actors.

Attention is called by the sampler to the coupon and the purpose for which it is to be used, so that by the time he says "Good day—thank you," to the recipient of the cigarettes, he has made a favorable introduction. It should be noted, too, that by displaying a typical poster which is to be given away, the consumer gets such a vivid impression of it that when he passes his dealer's next day and sees a similar poster (unaccompanied by advertising matter) on display, he recalls at once that it refers to the new brand of cigarettes which he has been trying out. Thus sampling, premium and sales work are linked up.

The introduction seems to have been done town by town, for the sampling of consumers and the introduction of the goods at the dealers has been accomplished practically at the same time. Little or no newspaper advertising has been used, and it is said that it is desired to test the merits of sampling by itself. In the same way, according to the belief of those in the trade, the American Tobacco Company is using billboards only for the exploitation of Sovereign cigarettes, a five-cent package, and will confine its attention to newspapers on other brands, so that it will be able to determine from the final results which method of advertising pulled best.

With the splendid sales and distribution organization of the American Tobacco Company Omar cigarettes were put on sale practically universally in the markets where the introductory campaign was undertaken. No special inducements were offered the dealers, except that the price to them is somewhat lower than that on Fatimas, the leading competing brand. This is not much more than enough to offset the popu-

larity of the well-known Fatimas. On the other hand, in the case of the Sovereign brand, dealers were given 100 cigarettes, or ten packages, free, and were expected to send in an order to their jobber in the regular way after having had enough calls to demonstrate that the goods would move. Judging the situation from this standpoint, it appears that the straight sampling plan is relied upon to be thoroughly efficient, while in the case of billboard work indirect sampling through the dealer is provided for through the medium of the free packages.

As suggested above, they are succeeding, and the process will likely be extended by putting still other new goods on the market. The names will be new, that is to say, though for the most part the character of the offerings and even the style of packing will be similar to "the kind you have always bought." This at any rate is true of Omar cigarettes, which are practically identical with the Fatima brand, both as to price and packing, and the Sovereign, which is a counterpart in many respects of Piedmont cigarettes. The cigarette division of the tobacco business is expanding much more rapidly than any other, so that the manufacturers doubtless believe that this field will absorb new brands more readily, without reducing the consumption of the old, than if the plan were tried out in the plug tobacco, fine-cut, or cigar departments.

Another instance of an old plan which has been improved by a change of detail is found in connection with the use of cut-outs. From time immemorial cut-outs have shown illustrations of the goods in colors. Usually a figure having human interest is presented in relation to the goods advertised. The cut-outs are used in the store where the commodity is on sale, of course, and are supposed to "flag" the attention of the consumer who has been interested by the advertising, as well as to get the attention of those who have not been impressed previously.

(Continued on page 26)

Here's What We Mean

By the "High-Power"
Circulation of

THE ENGINEERING AND MINING JOURNAL

By comparing a recent report on the copper producers of the country with our subscription list we found that THE ENGINEERING AND MINING JOURNAL has from one to 40 subscribers in **every** producing copper company.

By the same comparison with the latest mine inspector's report on the State of Idaho (the only complete one available recently) we found that there are one or more subscribers to the Journal in 95% of the active mines in that State.

THE five great quality circulation engineering papers of the Hill Publishing Co. are:



The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 18,500.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 25,000.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 29,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 8,000.

Do you realize that this means a circulation from 95 to 100% perfect for manufacturers who sell to metal mines?

And that here is probably the most highly specialized, most completely wasteless circulation in the technical or any other field?

And further, that practically all of this wasteless circulation is among mine managers, superintendents, mine owners, mining engineers and metallurgists?

These are the reasons why advertising of the right kind pays in the Engineering and Mining Journal.

To make **YOUR** advertising from 95 to 100 per cent right—consult our **Make-It-Pay** Department. Tell them **WHAT** you want to advertise—they'll know **HOW**.

Drop them a line to-day.

Hill Publishing Co.
505 Pearl Street New York City



You Sell Just Like Us

You have big distributing centers.
So have we.

You sell the bulk of your goods in big cities.
So do we.

Big cities or nearby suburbs and townlets. So
do we.

You are interested in the housekeeper who is located
near the storekeeper. So are we.

And you appeal to the man with city ideas and city
means. So do we.

You have a good many big distributing centers.
We have twelve. (And 13,776 smaller centers.)

You want to reach every center—of course. Take
our twelve anyway. (And the other 13,776.)

We sell our goods to the same people that you sell
your goods to—nearly one million and a half
of them. You can use us in the twelve centers
(and the 13,776 small centers) from which the
"Associated Sunday Magazines" radiate.

Use us and our readers will use you.

Nearly a Million and a Half



"Associated Sunday Magazines" go out every week into nearly a million and a half homes from these cities, as a part of the

Chicago Record-Herald	New York Tribune	Rocky Mountain News
St. Louis Republic	Boston Post	Buffalo Courier
Philadelphia Press	Washington Star	Detroit News-Tribune
Pittsburgh Post	Minneapolis Journal	Baltimore Sun

entering 13,776 other cities and towns where your goods are more necessary to the housekeeper than ours.

Why not use ours to get yours used?

This whole question of getting to your potential buyers at the cheapest cost is so vital to your business that you should give a little time for discussion. We will put up our plan against yours. True, we have something that we want to sell you, but we know that we can't sell you unless we are basically right.

You should take the time to either disprove our claim or concur with it.

We are ready to meet you. Will you say when and where?

The Associated Sunday Magazines

1 Madison Avenue, New York

Record-Herald Building, Chicago

But some thoughtful advertising man has concluded that there is no use using an *illustration* of the goods, which under ideal conditions is but a shadow of the original, when the goods themselves can be shown. The cut-out is the only advertising device which will permit of the introduction of the article itself, he reasoned, so why not score a telling point by showing not merely a picture of the offering, but the commodity itself? The result has been the adoption of the plan by more than one advertiser, though it would probably be a thankless task to attempt to say who originated it. At all events, the Eastman Kodak Company has come to the front during the summer with several devices of this kind, showing devotees of the camera using a real machine, instead of merely picturing the kodak, as in previous cut-outs.

The Chicago Sporting Goods Company, which put a new baseball glove on the market this season, has made a hit with the sporting goods dealers by its cut-out, which shows a felder in the act of spearing a high liner. Instead of catching the ball with a pictured glove, however, a real mitt is attached and the effect made much more realistic. Dealers who handle the goods say that the cut-out attracted a marked amount of attention.

In using this kind of device, it is necessary to have the figures life-size in order to secure the proper proportions, of course, and this sometimes calls for a larger cut-out than the advertiser may care to provide. On the other hand, the consumer is much more likely to be interested in the representation of the article itself, in its correct proportions, right material, etc., than by an illustration, so that the added expense, where this is necessary, is probably worth while. The manufacturer does not furnish the goods used in connection with the cut-out, for the dealer takes the camera or glove from his regular stock for the purpose of displaying it in this manner.

Contests to stimulate sales ef-

fort are a favorite device of the man in charge of the selling end of the business. The stereotyped form of competition, in which a vacation trip or a gold watch or a fixed amount of money is offered to the winners, always stirs up some interest, but it has been recognized for some time that a novelty in the way of a contest would secure much better results. How to get the same degree of interest and the same amount of exertion without offering a prize of the same kind as before has been a puzzler for a lot of sales managers.

The head of one of the largest life insurance agencies in the country, whose business, like that of others, has always slumped in July and August by reason of the natural let-down in the enthusiasm of his men in midsummer, decided to stimulate lagging interest by having a contest, but he wanted to get away from the plan he had used before, which involved a trip to Atlantic City or some similar prize. This time he announced that he would have a melon-cutting contest, the details of which were rather unique.

He told his men that the normal business written during the two months was \$750,000. All over that, he said, would constitute the melon, and would determine the value of the "slices" awarded for business written during the two months. A slice would be issued for each \$1,000 of business written, and the larger the total of the agency, the more each slice would be worth. Thus, if from \$750,000 to \$800,000 were written, each slice would have a cash value of \$1. If \$800,000 to \$900,000, it would be worth \$1.25; \$900,000 to \$1,000,000, \$1.50, and over \$1,000,000, \$2.

Thus the agent who turned in \$100,000 of business during the period covered by the contest would share in the melon, in addition to his regular commissions, to the extent of \$100 if the total was over \$750,000 and less than \$800,000; while if it ran up to \$1,000,000 or over, his slices would net \$200.

The advantage of the plan was

that its novelty insured interest, and that it made the success of every man dependent upon the work of everyone else. In most contests those who are low in the race cease their efforts when they see that they have no chance to capture a prize; while in a case of this kind everybody participates, and it is to the interest of the leader to help the low man, and to the interest of the low man to write all he can no matter how far behind the procession he may be.

The plan has been helped by the issuance of bulletins, serious and comic, the latter being signed by the "office boy," and sent out in the usual style for that type of announcement. As the business, in order to be included in the total, and to validate the "slices," which are issued as the policies are delivered, must be paid for, the collections of the agency have been booming, although usually agents find it difficult in summer to get their policies paid for and are inclined to take notes and

otherwise delay payment of premiums. By this plan, however, most of the business is paid for as soon as the policies are ready for delivery, and collections, as well as business written, are being increased.

The contest is still running, so that it cannot be told just now how great an increase it will put on the books. It is certain, however, that it will result in a really phenomenal showing for hot weather effort. As the same idea can be applied to practically any sales proposition, with variations, it looks as if a "melon-cutting" ought to be in order in a good many places.

GOVERNORS TO WRITE FOR BOSTON NEWSPAPER

The governors of Maine, New Hampshire, Massachusetts, Rhode Island and Vermont, it is announced by the *Boston Sunday American*, will each contribute an editorial to that newspaper between now and September 1. Each governor has been asked to write on some subject of vital interest to the state he represents and but one executive will be featured in an edition.

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

GETTING MOTION INTO YOUR DEALER'S WINDOW

USE OF HIGH-PRICED MOTION DISPLAY PROVES THAT BIG WAY IS OFTEN THE CHEAPEST — PRESTIGE DERIVED FROM IMPRESSIVE EXHIBITS — HOW SOME SUCCESSFUL ONES HAVE BEEN MADE

By Charles W. Hurd.

Two manufacturers in different lines recently had prepared two very expensive motion devices for window display. One manufacturer spent \$900 on his device. The other spent some \$400.

The results obtained in the first case were so remarkable that the manufacturer soon afterward ordered five more of the same devices, making his total investment in this form of window advertising some \$5,000. And he is now preparing a new kind of motion display.

The second manufacturer has had his device out only a few weeks, but the results already obtained are almost as impressive as in the first case.

This is significant because the two lines are entirely different. The first manufacturer is in the piano business; the second makes a ten-cent toilet soap. The first sells his product through exclusive agencies; the second through the general drug and department stores. In one case the margin of profit is many dollars; in the other case a few cents.

And yet in both instances the display has created an unprecedented demand; it has won the enthusiastic support of the dealers, including their local advertising; it has found its way into the windows of the big department stores; and it has been honored with a waiting list which was entirely unsolicited.

Is not this something for every advertiser to look into?

The first manufacturer is the Autopiano Company of New York, the second Swift & Co. of Chicago, which has just launched a campaign for its "Maxine Elliott Perfect Complexion Soap."

The key to success in the piano

business is the co-operation of the piano dealer and the chief selling problem of all manufacturers is how to win this co-operation. It takes some work to get a good agency and more work to make it produce results. Like most other people the dealer gives his best energies where he is most interested. The prestige of the old established houses naturally appeals to his imagination. So prestige is a very important thing to have in the piano business.

For this reason the Autopiano Company prepared its first display so as to carry the idea of its importance to its dealers and prospective dealers. It has a large factory in New York on the North River between Fiftieth and Fifty-second streets. Once or twice a year a fleet of United States warships passes up and down the river. It so happens that some sixty instruments of the company are used on these vessels. These facts suggested their combination in a display.

The geographical location of the factory lent itself excellently for the display. Practically everybody in the United States is interested in New York City as the metropolis of the nation and hopes to visit it some day, while New York is always interested in itself.

Moreover, the factories themselves are splendidly situated for spectacular exploitation. They can be seen by craft going up and down the river, and clearly distinguished from the Jersey shore. There is a park on one side of the buildings and an open space on the other, and so the buildings stick out from the surroundings. And there are immense signs on the roofs, "Autopiano" in letters forty feet high.

The first step in the preparation of the display was to have a photograph taken from the Jersey shore opposite. A view was also secured from a news company showing the fleet passing up the river opposite the factory.

These views were put in the hands of a man who has designed a number of spectacles for amusement resorts in the vicinity of

(Continued on page 32)

We Can Promise to Do for You What We Do for Other Advertisers

Once in awhile we lose our chance of securing an account because we will not promise the impossible. We would rather be disappointed today than have you disappointed tomorrow.

Mahin Service means so much more than advertising alone that we cannot afford to take business on a misunderstanding. Our entire organization works with that of our customer to make the advertising and selling plans successful.

To prepare copy and illustrations for newspapers, magazines, farm papers and trade papers, to design posters, street car cards and painted bulletins—to do any one or all of these so that they put the buying impulse in the mind of the consumer is only a part of our service. To help your sales force increase its efficiency by making the advertising campaign work with it is another part.

To give you 100% service we believe we must show you that we have had successful experience in every form of advertising. We must be able to show you a number of advertising campaigns that have been and are successful, in one medium, or in a combination of part or all of them.

This we can demonstrate to you, for example, in connection with the following accounts: General Roofing Mfg. Co., St. Louis, (farm papers, general magazines and trade papers); Lowe Bros. Paint Co., Dayton, O., (general magazines, posters and painted bulletins); Pacific Coast Condensed Milk Co., Seattle, Washington, (posters, painted bulletins and walls, newspapers and magazines); Cole Automobile Co., Indianapolis, (newspapers, magazines and trade papers); Berkey & Gay Furniture Co., Grand Rapids, Mich., (magazines and newspapers); Bennett Typewriter Co., Harrisburg, Pa., (mail order magazines); The Joseph Dick Manufacturing Co., Canton, O., (farm papers); Climax Coffee and Baking Powder Co., Indianapolis, (magazines, posters, newspapers and trade papers); Sawyer Biscuit Co., Chicago, (newspapers); T. A. Snider Preserve Co., Cincinnati, (street cars and magazines); Welch Grape Juice Co., Westfield, N. Y., (magazines, street cars, trade papers and medical journals).

These customers of ours use the different mediums indicated whenever and wherever the largest possible results can be obtained in the most economical manner. We will send you any one or all of these campaigns, in pamphlet form, if you request it, or, better still, write any one of the above Mahin customers and get their opinion direct about Mahin Service.

At any time we shall be glad to discuss your advertising and selling problems with you, in our office or yours—preferably ours, for here you will obtain a better idea of the scope of the Mahin organization and the meaning of Mahin Service.

MAHIN ADVERTISING COMPANY

JOHN LEE MAHIN, President
WM. H. RANKIN, Vice-President H. A. GROTH, Secretary
1003 Monroe Bldg. Cor. Michigan Ave. and Monroe, Chicago
Newspaper, Magazine, Farm Paper, Trade Paper, Street Car & Outdoor Advertising

"It takes nerve to become a good advertiser," it has been said. It does—nerve and common sense of the same variety that made most good advertisers, good merchandisers, before they became good advertisers.

Good advertisers have long since determined that publicity is used to increase profits—not to please vanity. To create desire—not to kill it.

Common sense and a knowledge of one's business, coupled with a fair understanding of human nature will tell an advertiser that three thousand people living in one place offer greater trading prospects than three hundred.

Common sense will tell an advertiser that a magazine which is placed in the hands of more readers than any other magazine, on a day when they have the leisure, and at a time when they have the inclination to read, is prospectively a good buy.

Common sense will tell an advertiser that when in answer to an expressed desire of their readers, the publishers of several

newspapers are spending approximately more than four million dollars annually in the production and distribution of four Sunday Magazines, that these magazines are *good* advertising media, and that they do reach the homes—more than six million of them.

Common sense will tell the advertiser that when these Sunday Magazines, representing readers in more than 6,000,000 families, ask for consideration and analysis, that it is good judgment to study them, and if they prove true to claims, good business to buy space in them.

Of the four Sunday Magazines, the American Sunday Magazine has the largest circulation—the product speaks for itself. A great many general advertisers have used it profitably—a great many more can do so. We present common-sense reasons why you should be with us. We don't draw upon our own imagination or yours.

Send for booklet "Facts."

Beginning October 6, 1912, issued twice a month.

American Sunday Magazine

(Now Issued Monthly)

23 East 26th St.
New York City.

908 Hearst Building
Chicago.

W. H. JOHNSON, Adv. Mgr.

New York. He was empowered to produce the display without regard to expense.

"We wanted it ideal," said an officer of the company, "and the added cost necessary to secure ideal execution is the best part of the investment. If you fall short of ideal execution, you cheapen

the waves, by the movement of the fleet and the river craft and by automobiles in the street. Light effects are contributed from a proscenium arch and footlights, and controlled by an automatic switch. There are white lights for daylight, faded and rose-color for twilight and blue for dark-



A "NIGHT" AND A "DAY" DISPLAY OF THE AUTO PIANO CO. THAT HAVE ATTRACTED MUCH ATTENTION

the whole thing and miss the effect intended."

The display, as completed, is a virtual stage-setting of that portion of New York City on the Hudson between Fiftieth and Fifty-fourth streets. In the background are the Cathedral spires, in the middle the factories, and in the foreground the river with the ships of the White Squadron and the attending host of river craft.

A suggestion of life-like action is secured by the rise and fall of

ness. There are lights in back for the factory and the city at night. It is about six feet long and four and a half feet high, about the size of an upright piano.

On the frame of the picture is the line, "Autopiano Factories, 50th to 52d Streets, Hudson River, New York City. There are over sixty instruments on vessels of the United States Navy."

The six displays cost together about \$5,000. They are made of zinc and are practically inde-

structible. They are self-contained—that is, they do not have to be uncrated and put together like a puzzle. They are made box-like for safe and easy shipping. All the dealer has to do is to take two sides off, put it in his window and attach the plug. It conforms to the strictest requirements of the fire underwriters and is as nearly fireproof as it is possible to get it.

Once in the window, the display becomes the back-bone of the little local campaign. It lines the public up against the window, produces interested inquiries and facilitates the distribution of a little booklet on "The Choice of the United States Navy," which contains pictures of the vessels owning the instruments.

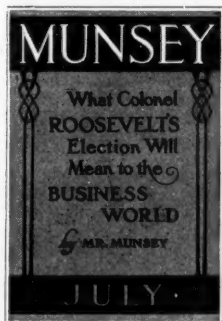
Then there are a series of post-cards, sixteen views on the ships, with a strong selling talk on the back, and an offer is made to mail a complete set to anyone who sends the name of a prospective buyer.

The reaction on the dealer has been found to be quite as great as the effect on the public. The striking novelty of the display which surrounds his windows with inquisitive crowds is naturally very impressive to him and draws out his effective co-operation. It leads him almost invariably to advertise the display in the local paper, for which purpose a series of ads are provided by the Autopiano Company.

There is the keenest sort of competition to get the display and a long waiting list. Many dealers even wire for it. It is hard to get it away from them and they want it back. If the window space permits it, an instrument is generally placed next to it draped with the American flag. This sentimental appeal greatly strengthens the window, connecting the instrument up with the display and with the Navy.

Large pictures of the fleet are also sent out with the display and may be shown in the window at the same time.

"One of the great results of the display," said an officer of the company, "is to make the agency



MERIT is not necessary to make sales, but you need it to get re-orders.

Munsey's Magazine has an unparalleled record for a long service to the same advertisers.

Ask for list of five, ten, fifteen and twenty year old patrons of Munsey's advertising columns.

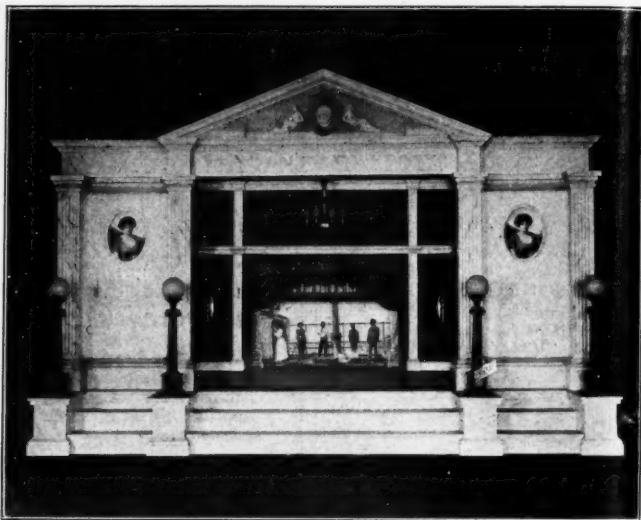
**The Frank A. Munsey
Company**

175 Fifth Ave., New York

for the company eagerly sought after. We have many instances where the demand has increased many times over through the introduction of the display. Dealers who previously were lukewarm on the proposition have become tremendously enthusiastic. It creates the right impression. It

possible to move before; but when I showed him the display, he asked, 'How many pianos have I got to buy in order to get that display?'

"He was surprised when I told him that he didn't have to buy any certain quantity and that he had only to supply the demand



ONE OF THREE SCENES FROM A MAXINE ELLIOTT PLAY USED IN MINIATURE THEATRE FOR WINDOW DISPLAY TO ADVERTISE TOILET SOAP

makes dealers feel that they want to get the backing of such a house.

"To illustrate this, I recall that for two years we had been trying to interest a certain dealer in a Western state, who had six branches, and we were never able to touch him until we brought the display to his attention. When he placed his order, he said, 'We want to keep this and send it around among our branches,' and he placed the order with that understanding.

"You know how hard it is to get windows in a department store. I was recently having a conversation with a department store manager out in a Western city, a man whom it had been im-

possible to move before; but when I showed him the display, he asked, 'How many pianos have I got to buy in order to get that display?'

"We try to make the visit to a town or city as timely as possible—whenever there is a local celebration. We ask the dealer: 'When is a good time to put it in? When is your city going to be crowded?' We had it displayed in Boston at the time of the advertising men's convention in 1911. We have it in towns at the time of county fairs, and such occasions.

"That is the history of this window display. It has been such a demonstration to us of the selling possibilities of a device of this kind that we are already arranging for another display of a sim-

A BOOKLET printed on Cameo Paper looks too good to be thrown away. You will appreciate what we mean by that if you will send for the beautiful Cameo Specimen Book shown below.

CAMEO PAPER

White or Sepia—For Printing

The surface of Cameo Paper is *absolutely without gloss*, yet it takes the finest half-tones. It offers a soft, velvety background to illustrations and type which is restful and delightful to the eye. Cameo enriches illustrations, deepens half-tones and dignifies type.

The next time you plan a booklet or folder, ask: "Isn't this a Cameo job?" The use of Cameo will appreciably decrease the number of unread copies.

S. D. WARREN & CO., 163 Devonshire St., Boston, Mass.
Makers of the Best in Staple Lines of Coated and Uncoated Book Papers

Dictate a note
asking for the
Specimen
Book—
Now



ilar character. I have no idea at this time what it will cost. We are not considering cost. We are aiming to get ideal execution. No matter what the first cost, the total cost will be very slight when it is considered that it will be distributed over many towns and over several years. The present displays that we have are just as good this year as they were last year. We might have put two or three times as much money into other kinds of display and lost two-thirds of it within a few months.

"This new display is a dissolving roll view. It is called 'The Home Problem Play or the Silent Piano.'

"It is in two scenes. The first scene shows a living room in an American home, with the family seated in various attitudes of boredom. A piano stands in a corner. No one is playing. No one perhaps has the ability to play. Father, mother, son, daughter, all look hopelessly bored.

"The second scene shows the same room with an Autopiano in the corner. The girl gets up and goes over and seats herself at the instrument, puts in a roll and starts to play. Father gets up, goes over to the piano and sings, while the son and mother take a few waltz steps.

"Between the two scenes there are selling talks shown.

"We have used window displays other than mechanical, but they are not so effective. For instance, at Christmas time we have the legend: 'The Christmas Question Answered for the Whole Family.' Our instrument is displayed with a large question mark made of holly. Then, for the sales argument, several panels made up of perforated music rolls with the lettering on the rolls.

"For another window display, we have a demonstrator dressed up in a naval suit, performing as an automaton playing the piano. We furnish the suggestions, but the dealer pays for this man.

"For another window, we suggest a young lady playing on the violin to the accompaniment of the piano.

"We have also for window purposes framed pictures, royal appointments, testimonials, etc., but none of them begins to compare for effectiveness with the mechanical display.

"The three great essentials of window display are *light*, *movement* and *color*. These hold the attention of the passer and get the message over. The high-grade motion device is the ideal execution."

The Swift & Company window display comes even closer to the theatre idea. It is, in fact, a reproduction in miniature of the facade of Maxine Elliott's Theatre in New York City, with the proscenium and stage occupying the center. In front are large globe lights on ornamented metal standards, an electrolier depends from in front of the proscenium arch and at the sides of the arch electric flambeaus. The whole is some eight or ten feet wide by five or six high.

Maxine Elliott's picture appears on either side of the arch and also on the curtain, together with the legend, "Maxine Elliott Perfect Complexion Soap."

In the miniature theatre are staged three scenes from one of the best known of the plays in which Miss Elliott has appeared, "The Inferior Sex." The first drop or "asbestos curtain" makes the announcement, the second displays a large picture of Miss Elliott together with reproductions of the packages and the other three the three scenes from the play. These three scenes are built up with miniature cut-out scenery and figures painted especially for the display.

The display is electrically equipped and is controlled by an automatic switch. The different curtains rise and fall, the lights are turned on and off. It takes three minutes to show the complete change.

The display is the invention and execution of R. M. Whitson, in charge of the window display department of Swift & Co., in Boston, and cost \$300 or \$400 exclusive of Mr. Whitson's time and labor. The materials were pur-

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chased in parts and assembled. The art work was done by a commercial art company. The air-brush work on the facade, which gives the marble effect, and the lettering was done by Mr. Whitson. The accompanying reproductions show something of its character.

The display was first put in a department store in Boston and created a marked effect at once. Crowds piled up in front of the store windows so deep that they reached out to the car tracks. The local newspapers printed unsolicited descriptions of the tiny theatre and the department store played it up in its advertising.

Inside the store the sales jumped to an unprecedented degree. The same success followed it to another department store, and now while the display is in its third or fourth store, a waiting list of eager department stores is fast accumulating.

They expect to pay for it, too, in increased orders.

While the display costs only half what the Autopiano display cost, it lacks one practical advantage that the Autopiano has. It has to be knocked down and boxed for transportation and requires the services of an expert to go along with it and set it up. On the other hand, this is a less formidable item of expense than might be supposed because the time required for this occupation is only half a day and the window display man is then free to devote the balance of his time to other windows in town, giving them studied displays.

THE AD THAT WINS

ASSOCIATION OF NATIONAL ADVERTISERS.
NEW YORK CITY, June 25, 1912.

Editor of PRINTERS' INK:

A recent advertisement of Hahn Brothers in the *Milwaukee Evening Wisconsin* features a new kind of a sale, which may be of interest to your readers in view of the crusade against exaggeration in advertising. One notes in the bottom left-hand corner the following statement:

IN THIS SALE
NO GOODS
WILL BE

MISREPRESENTED

W. A. MARTIN, Jr., Secretary.

Complete

The
readers of The
Woman's Home
Companion
also like the
advertisements.
They have been
saying so
for a
number of
years.

The Knickerbocker Press

(July 1st, 1912)

Bulletin No. 16

Holding the Record

It is KNOWN to all well informed MEN, WOMEN and CHILDREN that The Knickerbocker Press is the METROPOLITAN NEWSPAPER of a METROPOLITAN DISTRICT, to wit: the Capitol District, which includes all territory within a hundred miles of Albany, Troy and Schenectady.

One of the LEADING AUTHORITIES on newspapers and newspaper advertising in the United States WROTE The Knickerbocker Press on June 27, 1912, as follows:

"I know of no paper in the United States that has made such remarkable progress in the same length of time, and especially in a city that is supposed to be as conservative as Albany. This is an added testimonial as to the editorial character of your paper."

The Knickerbocker Press

(July 2nd, 1912)

Bulletin No. 17

MORE TRUTHS

IN BULLETIN No. 16 we published an extract from the letter of one of the LEADING AUTHORITIES on newspapers and newspaper advertising in the United States. This morning we give below the ACTUAL FIGURES showing that the advertisers and the readers of advertising are beginning to know JUST HOW GOOD The Knickerbocker Press is. The figures show the number of inches of advertising published by EACH OF THE NEWSPAPERS NAMED in the months of MAY and JUNE, 1912, and the number of inches GAINED and LOST in the month of June as compared with the month of May.

The Knickerbocker Press

is the only newspaper that GAINS. The others LOSE.

	MAY	JUNE	
The Knickerbocker Press	22,679 in.	28,203 in.	Gain 5,524 in.
The Times-Union	35,760 "	30,454 "	Loss 5,306 "
The Journal	25,950 "	21,557 "	Loss 4,393 "
The Argus	11,493 "	10,020 "	Loss 1,473 "

Advertising READERS will kindly NOTICE that they get the ADVERTISING NEWS in The Knickerbocker Press. Advertisers will kindly NOTICE that the average daily sworn circulation of The Knickerbocker Press last week was 31,680.

Publication office.....Albany, N. Y.
Business office.....18 Beaver street, Albany N. Y.
City office.....382 River street.
Schenectady office.....406 State street.

Foreign Representatives,
JOHN M. BRANHAM COMPANY,

225 Fifth avenue,
New York City.

Mallers Bldg.,
Chicago, Ill.

Chemical Bldg.,
St. Louis, Mo.

CASHING IN ON "CUMULATIVE EFFECT"

HOW A CHANGE IN THE SELLING PLAN SOLD TWENTY THOUSAND SETS OF THE "PHOTOGRAPHIC HISTORY OF THE CIVIL WAR"—AFTER ADVERTISING FOR A YEAR WITHOUT PROFIT, THE DISCOVERY OF THE REASON TURNED THE TIDE—HALF THE TOTAL SALES MADE DURING THE LAST MONTH

In every business there are numbers of prospects of the "almost persuaded" variety—those who have been interested in the goods, perhaps to the extent of sending in an inquiry, perhaps even to the point of talking the subject over with a salesman, but who, for one reason or another, have never actually given an order. In many cases this show of interest took place at some time in the past, yet these prospects can never be put in exactly the same class as those who have never shown interest. Their attitude towards the goods has been determined as more or less favorable, and in a sense they represent good-will which has not been realized. Every business knows them, and practically every advertising man has faced the problem of turning them into buyers of his goods.

The reasons why the "almost persuaded" failed to respond with the cash may be very different; in fact no two of them may precisely have the same reason; yet a little change in the selling plan may serve to bring them over in such numbers as to turn a positive loss into a substantial profit.

The Review of Reviews Com-

pany of New York had been advertising the Photographic History of the Civil War for a year when it discovered that the selling cost was just about equal to the average selling price. The magazine and newspaper advertising was bringing in thousands of coupon inquiries, but the sales were not being "closed" in profitable volume.

That was a state of affairs just the opposite from what had been predicted. A "find" of a set of photographs of such a momentous bit of history as our Civil War was so unusual and so striking that it should have aroused instant attention. Nothing was left undone, apparently. The advertising began the moment the lost pictures were discovered, before

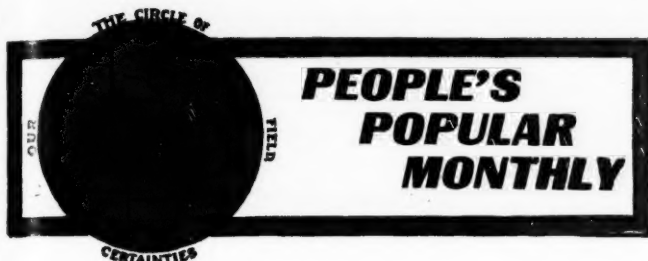
even the books were completed and continued without a break for more than a year.

The man in charge of the campaign was an old hand at the business of selling books by mail, and had laid out a schedule of the approximate results which should be forthcoming from the advertising, month by month. He realized that it takes time to cash in on inquiries by the follow-up method, and that a great many people won't send in a coupon

until they have seen the goods advertised time after time. He was depending upon the cumulative effect of the advertising to offset the apparent loss in the first few months, and departed on an outing in Florida without much fear for the results.

When he got back, however, the only thing which had materialized was a selling cost of thirty dollars

[illegible]



Concentrate

Some advertisers do not appreciate the advance along intellectual and material lines made by the farmer and small town resident of the Middle West during the past ten years.

In the states of Iowa, Minnesota, Wisconsin, Illinois, Missouri, Kansas, Nebraska and the Dakotas, the percentage of illiterates is only 4.2%. For the whole United States the percentage is 12%.

The large extension of rural mail routes, with the daily paper following, the establishment of county high schools and improvement of rural schools, the almost universal use of the telephone, the improvement of the smaller towns and cities, the betterment of roads and the use of the automobile have worked wonders.

An enormous increase in the value of farm lands and products has made the Middle West the most prosperous portion of the entire country and a high intellectual average has followed. In no other portion of the United States do the people read more extensively and nowhere are the people better informed about national and civic affairs. The Middle West is the backbone of the Nation in more ways than one.

THE PEOPLE'S POPULAR MONTHLY concentrates its circulation in the Middle West and no publication has a more dominating influence in the homes of this portion of the country.

To reach the rural and small town trade you must cover intensively the Middle West, and to do so most effectively you must use the more than half million live circulation of THE PEOPLE'S POPULAR MONTHLY, concentrated in this territory.

People's Popular Monthly

DES MOINES, IOWA

W. E. RHODES,
1017 Unity Bldg.,
Chicago, Ill.

C. A. COUR,
409 Globe Democrat Bldg.,
St. Louis, Mo.

DAVID D. LEE,
1702 Flatiron Bldg.,
New York City.

R. R. RING,
711 Globe Bldg.,
Minneapolis, Minn.

O. G. DAVIS,
306 Gumbel Bldg.,
Kansas City, Mo.

a set, which was the total price paid by the consumer. It would be putting a pretty big burden upon cumulative effect to expect it to offset this condition by the end of April, which was the time scheduled for the end of the sale.

There was nothing serious the matter with the copy, for inquiries were coming in steadily. The follow-up was complete and elaborate, and was being sent out promptly. But something manifestly was wrong, for the number of those who had sent in coupons but hadn't ordered the books was increasing at a stupendous rate.

Since the magazine copy seemed to be above reproach, the trouble must be in the follow-up, and a careful analysis located it. The follow-up was interesting; it was artistic, it was well written; *but it*

could they be convinced of the full value of the goods.

The entire edition was turned over in November, to John Wanamaker, and the advertising continued under the name of the New Wanamaker Book Club. The books were conspicuously displayed in the store, and an easy payment plan of purchase was inaugurated. The results were immediately apparent, and the profits arrived on schedule. During the first twenty days of April the sales aggregated five-elevenths of the total sales during the entire campaign. In other words, out of a total sale of some 40,000 sets, nearly half were sold during the last twenty days.

Of course there is nothing to prove that the results would not have come if the course originally followed had been adhered to, but the probabilities are strongly against it.

What made the difference between success and failure was the disposition to find out what the matter really was.

ADVERTISING IN PRICE LISTS

BUFFALO, N. Y., June 28, 1912.

Editor of PRINTERS' INK:

I have been reading some of the comment in **PRINTERS' INK** about agency house-organs and the advertising they carry.

Apparently the campaign against it has been well carried on for so many renounced the plan.

This morning came a letter from a wholesale grocer in the East announcing for July 1 the publication of a catalogue, circulation 4,000, rates \$100 for a page, \$50.00 for a half page and \$30.00 for a quarter page.

If PRINTERS' INK saw fit to take up the discussion of the publication of price lists by wholesale grocers with manufacturers advertising they would here find a fertile field for criticism.

J. B. P.

DENVER MERCHANTS TO STOP MISLEADING ADVERTISING

The Denver Retail Merchants' Association has appointed a committee to take steps toward the passage of a State law which will regulate to an appreciable extent fire, bankrupt and other misleading advertisements which have been appearing in local newspapers. The new law will be made to include local advertisers as well as itinerant vendors.



failed to give the inquirer an adequate impression of the size and comprehensiveness of the editions. It stimulated desire for the books, but not to the extent of thirty dollars' worth. And it was instantly recognized that the only way to cash in on the cumulative effect was to give people the opportunity to see the books themselves, since in this way only

30,000 Harper's Bazar Women in their store

¶ The prize-winning embroidery (8,000 readers of Harper's Bazar entered the contest) was offered to the Messrs. Gimbel for exhibition in their store. They accepted it—for a week.

¶ At the end of the week so many people had been attracted to the store that the Messrs. Gimbel asked for another week. Nine large tables in the second gallery (minimum daily sales \$3,000) were kept out and the exhibition kept in. Over 30,000 women came to see it.

¶ Then the Messrs. Gimbel wanted the exhibition for their Philadelphia store.

¶ The success was so great in both cities that two members of the firm sought personal promises of The Bazar that next year's exhibition would be made at their stores.

¶ In a letter to Harper's Bazar the Messrs. Gimbel say: "A wonderful tribute to the interest which women of artistic taste and skill take in Harper's Bazar."

The VALUE OF QUALITY is proved in

HARPER'S BAZAR




THE NEW YORK ENQUIRER ADVERTISING

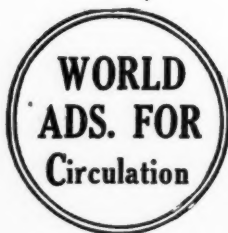
During the First Six Months of 1912

758,156 World

309,535 Mitha

 **63,266** Man A
M and

No OTHER newspaper in the United States prints more than 750,000 copies daily. The New York Herald, leaving The World unapproached in general circulation.



The World's advertising manager has no doubt of the fact that its circulation is the largest of any newspaper in the world. It is published every morning and Sunday, except on the days of the week when the New York Herald, Times, Sun and The AD

Plan Your Advertising Campaign

NEW YORK WORLD'S FAMOUS LEAD



Month 1912 There Were Printed:

6 WORLD Advertisements

5 More than the New York Herald

6 More than ALL the 5 OTHER New York
 Morning and Sunday Newspapers COMBINED

ated and printed as many advertisements as even the New
 reached the greatest advertising medium in the country.

vertising efficacy seems but logical in
 is circumscribed in New York City alone,
 ys, equal that of the New York
 and Times ADDED TOGETHER.

vertising campaign Accordingly



HANDS A PECULIAR FORCE IN COPY

THEY MAY BE MADE TO TELL ALL THE EMOTIONS OF WHICH THE FACE IS CAPABLE—WHY THE HAND MAY BE USED TO ESPECIAL ADVANTAGE AND ITS SUPERIORITY OVER A FULL-FIGURE DRAWING—SOME SUCCESSFUL COPY BUILT AROUND THE HAND AS A MOTIF

By W. L. Larned.

One thousand people watched a human hand slowly, carefully slip along the edge of a table. Something, clasped in the tightening fingers, glittered.

The "Divine Sarah" had just reached the climax of one of her tense acts. No word was spoken. The stage and its accessories were forgotten by the audience; even the actors were not dominant.

Every eye was fastened upon Sarah Bernhardt's little, lithe, white hand.

That hand was telling its own story—it was telling it far more forcibly than words.

A notable, in the wings, watching, passed this comment:

"One hand—a woman's hand—is holding the audience. Isn't it marvelous?"

It was.

A certain group of advertisers have discovered that concentration of attention upon one thing in their illustrations makes strong "copy." No accessories to divert; no mass of detail to confuse; the "Big Idea" concisely, simply put.

The accompanying advertising designs, each one of which places particular emphasis upon hands, are admirable examples of the efficiency of a single, dominant motif.

Where an article is exploited, such as a cleaner or a scrubbing powder, or anything that must be manipulated with the hands, this type of illustration is especially happy. The recent campaign of Old Dutch Cleanser Hand-Ads could scarcely be more powerful, more inspiring to the housewife or more direct. The well-drawn, vigorous hands are shown in the act of cleaning pots and pans and the manifold incidentals of a busy home day; moreover, we are made to feel that the product is decreasing the amount of labor, is saving those hands; is putting a "tooth" in every gallon of water.

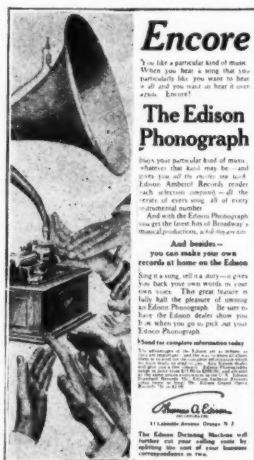
But hands are very, very difficult to draw.

A famous painter insists that hands and high silk hats are the most exacting subjects in the world to portray on paper.

"I would rather draw the Charge of the Light Brigade plus several of Custer's Last Raids," states another Academy man, "than one highly dignified and aristocratic silk hat. As for hands—well, I can sympathize with a fellow-student of mine in Paris, who always managed to arrange draperies to conceal them."

This same distinguished gentleman assures us that during his student days the most popular plaster cast was that of the Venus de Milo, because she was minus hands.

Only through exercising the greatest ingenuity is it possible to meet with success in photographing hands for advertising purposes. The final result is apt to appear clumsy, ungainly and "dark," to say nothing of an uncomfortable display of small defects, visible only to the exacting eye of the camera.



Encore

You like a particular kind of music. Where you hear a song that is particularly like you want to hear it all over you want to hear it over and over.

The Edison Phonograph

Gives you particular kind of music. Whatever the kind may be—and gets you all the music you want. Edison Amberol Records render each selection complete—all the notes of every song all of every instrumental number.

And with the Edison Phonograph you get the latest from Broadway, a mass of productions, as full as any can be.

And besides—
you can make your own records at home on the Edison.

Sing it a song, tell us a story—it gets you back your own words in your own words. The great pleasure is fully half the pleasure of owning an Edison Phonograph. So when you hear the Edison dealer show you how when you go to pick up your Edison Phonograph.

Send for complete information today.

The Edison Phonograph is the most perfect of all instruments for the home. It is the only one that gives you the same quality of sound as the orchestra. It is the only one that gives you the same quality of sound as the orchestra. It is the only one that gives you the same quality of sound as the orchestra.

Thomas A. Edison

11 Lafayette Avenue, Orange, N. J.

The Edison Phonograph Machine will render you your singing voice by adding the tone of your instrument to your own.

THE APPLAUDING HANDS HERE
SPEAK VOLUMES

Hands can be most expressive; they are capable of almost marvelous manipulation. As an illustration of what we mean, we call attention to a series of very rough little sketches herewith. Six entirely different sentiments are pictured by the artist. Could a face accomplish the task better? And the elimination of face and figure and garments, therefore, from a design concentrates attention, not so much upon the hands as the article advertised. The brain is inquisitive. It demands, instantly, to know what the hand is doing—what causes the action.



KODAK FILM

Will tell the story of your vacation. There's film for a dozen pictures in each cartridge, the weight is trifling.

The Kodak itself slips into the pocket and the picture making is simple from start to finish. Press the button—do the rest—or leave it to another—just as you please.

The Kodak system does more than simply remove the inconveniences of the glass plate and dark-room methods of picture taking—it gives better results. There's no question about the advantages of daylight loading and daylight development by the Task method. Thousands of the best professional photographers now use the Task system for their work even though they have the experience and facilities for dark-room work. They have adopted the Task because it gives them better results. If it's better for the professional there's no question about it for the amateur.

You can take good pictures with a Kodak. You can finish them well by the Kodak system without a dark-room—or if you prefer, can mail them at slight cost and no danger of breakage if you wish to have a professional finisher do the work for you.

Ask your dealer or write us for Kodak catalogue.

Kodaks, from \$5.00 up. Brownie Cameras (they work like Kodaks), from \$1.00 to \$12.00.

EASTMAN KODAK COMPANY.

350 State Street,

ROCHESTER N. Y.

AN OFFERING

It is an old story—this sure, unwavering conviction that the simple design is the result-producing one. And it is encouragingly true that at least ninety per cent of the "hand" ads have been attention-compelling and have aided materially in selling goods, that glittering goal of every piece of copy.

An engraving house superintendent is still telling how one of the most popular ads of the year was accidentally evolved. A cut

Put Priscilla On That List



Because—

The Modern Priscilla is a favorite magazine with the women of more than 300,000 families.

Because it is distributed through 25,640 Post Offices in the United States, and wields an influence in every state in the Union.

Because it has an established reputation as a "puller."

Because that reputation is built on and sustained by the publishers' constant co-operation with advertisers, and the readers' confidence in advertising known to be guaranteed.

Because the guaranteed circulation of 300,000 is 100% paid, with a large excess for every issue.

Because the line rate (\$1.50) is low for the actual circulation given, and the rate for quarter page space or larger (\$1.25 per line) is very low.

Our famous "Advertising Digest" for 1912-13 is the most comprehensive statement ever issued by a publisher, and is invaluable to advertiser and agent. A copy will be sent you on request.

A. J. Crockett, Mgr. of Advertising
85 Broad Street, Boston

F. M. Krugler, Representative
37-39 E. 28th Street, New York

W. T. Diehl, Representative
30 N. Dearborn Street, Chicago

¶ You spend good money for half-tones—then get the utmost out of them by printing them on

DEJONGE PURITAN

¶ The paper made expressly for the finest half-tone reproduction. The paper with a reputation behind it.

Always Uniform

Always Dependable

¶ The man responsible for his firm's printed matter should know and select the paper for every important job.



Let us send you from time to time samples of the very best in the printing art on papers bearing this quality mark. Just a post card with your name does it.

LOUIS DEJONGE & CO.
NEW YORK CHICAGO

suffer. It must be shown considerably smaller.

An up-state farmer, along an automobile road, had a boiling spring on his farm. It was at the end of a winding rural lane. He put up a dozen or so signs, exploiting the wonderful virtues of the spring, its native beauties, etc., but, somehow, the people didn't visit it. At last he had a huge pointing hand drawn and stuck up along the turnpike. There were no words of explanation. The second day the lane was jammed by traffic. Curiosity was excited.

Bishop Vincent used to say, while presiding at his famous Chautauqua meetings in the famous open-air tabernacle, that the most impressive sight he ever saw or ever expected to see was the one swift vision of five thousand hands waving in air, as the handkerchief signal was given. Scarcely a face visible but the innumerable hands, in one undulating sea of animation, expressed more enthusiasm than mere words or facial contortions.

The human hand is insidiously becoming a powerful factor in advertising illustration.

Nor does repetition decrease its virile strength. We all have hands, know the labor they are expected to do, sympathize with their daily tasks and understand the energy expected of them. Hands are the helpers of the mind. They perform the perfunctory duties of life.

"I studied this intricate problem of advertising for twenty-two years," said an oldtimer to us recently—a manufacturer of toilet cream, "and during that tedious twenty-two I tried every kind and condition of picture to sell my cream artists could originate. One day a little chap came in with the charcoal study of a pair of beautiful hands—a woman's hands, clean and white and sparkling, with never a wrinkle. He had drawn them while studying at an art school. I don't know what made me do it, but I squandered two dollars for that sketch, reproduced it, with the headline: 'Madame, do you want hands like these, and I haven't found it nec-



To get a hundred per cent efficiency from your advertising, you must have the active co-operation of *every* dealer who sells your goods.

We don't claim that the plan which we have successfully put into operation for our clients gets the active co-operation of *every* dealer—

But, it gets the active help of more dealers than any plan worked up to this time; and the best of it is, that it is *original with us*.

Geo. L. Mitchell & Staff

BUSINESS COUNSEL
AS IT RELATES TO
SELLING PLANS AND ADVERTISING

421 CHESTNUT ST., PHILADELPHIA

essary to change my copy since."

If those who are ransacking their brains in agencies and art shops and away deep in the heart of the producing centers would only resort to the sensible, natural schemes at their very elbows, how much better advertising would be—how less freakish! It isn't always the startling, sky-rocket pictorial or copy idea that does the work—it is the sane, human, sensible plan done a little differently and a great deal better.

The "Big Idea" is the one big in sales-power.

The next time you run upon a "hand ad" diagnose it, study it, marvel at its simplicity. You will be impressed by the amount of "go" in those hands. They are taking the place of figures and doing it mighty well, too.

It is comparatively easy for an artist to convey a thought by manipulating hands. They do what words could never do.

Josh Billings says that once upon a time he met a man on the public highway and asked of him the way to a village. The aged stranger began to chin and to chatter, to draw pictures with his cane in the dust and to expatiate upon various routes.

"Say, Mister," said Josh, "I kin git thar a powerful sight sooner if ye'll only pint."

And hands, in advertising illustrations just now, are pointing the way to increased sales.

UNITED BEEF COMPANY OFFICIAL DEAD

George Strause, vice-president of the United Dressed Beef Company, died in New York on July 2. Mr. Strause, who was 78 years old, embarked in the beef business shortly after coming to this country from Germany. Early in his career he was associated with the junior member of the firm of Schwartzchild and Sulzberger. The plant originally founded by this firm was merged with the United Dressed Beef Company and Mr. Strause took the office of vice-president in the new combination.

DEATH OF CLARENCE H. BISSELL

Clarence H. Bissell, vice-president of the Murphy Varnish Company, of Newark, N. J., died at Coopertown, N. Y., on June 30. Mr. Bissell was president of the Imperial Car Cleaner Company and vice-president of the Blanchite Paint Company, both Newark concerns.

ARTICLES ON WINDOW DISPLAY

Editor of PRINTERS' INK:

NEW YORK, June 27, 1912.

Will you be good enough to indicate what articles have appeared in PRINTERS' INK on the subject of window display, and its relation to the manufacturer's selling problem.

I am looking for information on which to base a series of dealer displays.

THOS OLIVER KEENE.

A list of articles on window display which have appeared in PRINTERS' INK is as follows:

"Copy Behind Glass," June 22, 1911.

"Developing Dealer's Window Display for Your Own Line," by C. W. Hurd, Aug. 31, 1911.

"Beating Your Competitor to Dealer's Window," by C. W. Hurd, Sept. 28, 1911.

"Window Advertising Makes Good with Telephone Co." by R. S. Scarborough, Oct. 5, 1911.

"Turning Window Power on Auto Public," by C. W. Hurd, Oct. 26, 1911.

"Taking the Dealer into Partnership in Window Displays," by Charles E. Buck, Feb. 8, 1912.

"Window Displays that Have Made Good," by G. D. Crain, Feb. 22, 1912.

"Best of Dealer Helps Are Usable Ideas," by C. G. Percy, Feb. 29, 1912.

"The Advertiser's Stake in the Dealer's Window," by C. W. Hurd, March 14, 1912.

"Adding Dealer's Window to the Campaign," by C. W. Hurd, May 30, 1912.

"Eliminating Weak Spots in Window Display," by F. B. Kilmer, June 20, 1912.—[ED. PRINTERS' INK.]

SOME LEFT WHO HAVE NO CARS

It may be that America is automobile mad, but, according to the report of the Secretary of State for New York for the first quarter of this year's registration, there are still enough people in the world not owning autos to prevent one being altogether lonesome or out of style. In fact, throughout the state it appears that only 88-10,000 of the people own autos, while in New York and the metropolitan district—the greatest auto center in the country—less than 75-100 of 1 per cent are listed among the owners.—New York "Journal of Commerce."

PUBLISHER SLEICHER DINED

The advertising staff of *Leslie's Weekly* and *Judge* gave Publisher John A. Sleicher a "suprise" dinner at the Hotel Cumberland, New York, the evening of July 1. A number of artists, literary men and men prominent in advertising were present, as were also several characters who represented the various directions of the Leslie-Judge Company's activities. The hosts were "Frank Leslie" and "Judge," Advertising Director A. C. Hoffman repre-

senting the former and H. A. Kibbe the latter.

UNITED STATES RUBBER INCREASES CAPITAL

The United States Rubber Company has increased its capitalization from \$45,000,000 to \$120,000,000. The plan adopted calls for the issuance of \$5,000,000 of common stock; the conversion of \$10,000,000 second preferred into \$7,500,000 of first preferred and an issue of \$10,000,000 first preferred.

Two Words to the Wise!

THE WEALTH AND GREAT BUYING POWER OF

International Studio

READERS ARE DIRECTED ESPECIALLY TO

- ①. AUTOMOBILES and other Comparable Luxuries.
- ②. FINE HOMES and the Objects and Materials Required for their Construction, Furnishing, Decoration, and Utmost Comfort and Convenience.

\$120 a page for the largest \$5.00-a-year monthly circulation in the world.

120 WEST 32nd STREET

NEW YORK

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"

The famous trade mark
1847 ROGERS BROS. guarantees
the heaviest triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.
NEW YORK CHICAGO SAN FRANCISCO



TECHNICAL COPY THAT STRIKES HOME

IMPERATIVE TO BEAR IN MIND THE QUALITY OF THE MAN TO BE REACHED—THE KIND OF INFORMATION EACH OF THREE CLASSES WANTS—GOOD SENSE RATHER THAN BRILLIANCE CALLED FOR IN WRITING FOR THE TECHNICAL MAN

By Berton Elliot,

Of the Berton Elliot Publicity Service, Cleveland.

Technical advertisements can well be divided into three classifications, as follows: 1, those that appeal to the executive; 2, those that appeal to the purchasing agent; 3, those that appeal to the practical or shop man.

In advertisements which are read chiefly by executives it should be remembered that they are more interested in knowing the class of concerns who are using the goods than the details of how and why your goods are going to be of advantage. He employs expert technical men for the purpose of determining what is practical in his shop; and although he is interested in a general way as to what advantages will accrue from adopting a certain machine, for instance, the thing that makes the biggest impression on the executive is the fact that here is something that is being used very widely in the trade; that is being rapidly adapted by the largest and most successful concerns. It, therefore, must be worthy of investigation, as it would not have been generally adopted by the best houses if it did not have merit.

Lists of users, photographs of installations, testimonials, reference to tests and results obtained by big concerns in the trade are unusually effective, wherever possible to use them, although care should be taken to publish no material that might not be agreeable to any customer.

In advertisements which reach the purchasing agent it should be remembered that there is just one religion the purchasing agent

knows during business hours—that is keeping costs down. Anything that will help him to reduce costs, save expenses and make a better showing on the cost sheet is what he wants to know about. If you can convince the purchasing agent that your product or device will save the company a good deal of money and make the purchase costs lower, he will find a way to get it thoroughly investigated under the proper method of procedure in his plant.

In reaching the technical or shop man, it should be kept in mind that what he wants to know is *how* it is made, the construction of the machine, how it operates, why you claim it is a good thing—technical details of the product. He is supposed to know good practice as applied to his particular requirements. Lay the facts before him, in an interesting way (with the "best foot forward" of course, but nevertheless

Let us save you the overhead

It costs you money to carry a sufficient stock of iron and steel to meet not only average, but emergency requirements—and it's the emergency you have to count on.

Bourne-Fuller warehouse facilities save you this overhead as well as the worry. Call Cleveland and your material goes forward the same day from our nearest warehouse by

Immediate Shipment

Investment Shapers, Blanks, Plates, Bar Iron and Steel, Tool Steel, Tubes, Sheet Pile, Rivets, etc.

In 1911, 97% of our shipments were made on the day the order was received.

Bourne-Fuller facilities are not confined to supplying emergency calls for material needed at critical stages of construction.

They also furnish you every size of iron and steel in any quantity, as well as pig-iron and coke.

This broad service implies prompt deliveries, convenience, and frequent saving on cost of material and transportation.

Write for monthly book. List showing exact amounts of material in all sizes in ready-to-hand at our various warehouses.

THE BOURNE-FULLER CO.

Iron, Steel, Pig-iron, Coke, CLEVELAND, Cleveland, Pittsburgh, St. Louis



A DIRECT APPEAL TO THE BIG EXECUTIVE

nothing but absolute facts). Do not attempt to influence him too strongly or try to argue him into using your goods. Simply state the facts of your case as strongly as possible, and infer that such construction or practice must be conceded good, it being only a

case of whether the reader finds your goods adapted to his particular requirements, as to whether you will hear from him. It is of course well to mention incidentally that many of the most prominent technical men in the country have found your product particularly adapted to their requirements, citing specific cases wherever possible.

In some cases, it is true, all three ends of the business are more or less combined in the same individuals. There are also some publications which are read more or less generally by the trade, certain departments perhaps being devoted to the various ends of the business. To reach these, advertisements must of course combine briefly all three appeals.

Generally speaking, copy in technical journals must deal in facts and figures to a much greater extent than in any other class of advertising. "Generalities," here of all places, will not produce results. To the layman, "made of the best materials it is possible to produce" is more or less satisfactory. To the technical man this is nothing more than so much "hot air."

"High Speed Steel" tells him exactly what the product is made of, and he knows just what it is. He also knows that when you make this statement the material must be as stated or its shortcomings will show themselves under use or analysis.

Extravagant claims should be avoided in technical advertising more than anywhere else.

It should be remembered that the reader of technical papers as a class does not buy to sell again at a profit; he is the consumer; quality, construction, performance appeal to him. Price is only one of the considerations. The technical man must buy or specify a product that will give satisfaction, to protect his reputation.

The problems that must be solved in all advertising must also have attention in technical advertising—that is display, layout, typographical arrangement, etc.

A brief outline of one campaign

THE real inwardness of The American Magazine consists of the matter which the editor selects each month for its readers. All we ask of the advertiser is that before deciding what The American Magazine will do he will find out what The American Magazine is. This is best done by reading it.



ADVERTISING DIRECTOR

CROPS!

A Sixty-Million-Dollar Crop That Never Fails!

New England's Crop of Summer Visitors!

Come droughts or floods, panics or periods of plenty, \$60,000,000 spent each year in New England by Summer Visitors. (Estimate of Ex-President Lucius Tuttle, of the Boston & Maine Railroad.)

Since this estimate was made some four years ago, statisticians have increased this amount to \$100,000,000.

FINANCIAL MEN tell us that Crops are the foundation of our Nation's prosperity.

ADVERTISING MEN know that a season of good crops makes any section a good field.

In some New England cities (Portland, Maine, for instance) the Summer Months are the heaviest business months of the year.

New England, in addition to its great diversified manufacturing industries, affords advertisers (1) a sure "good crop" section, (2) a compact territory, (3) good local papers.

A Summer campaign in these papers will do your business good.

<i>Worcester, Mass., Gazette</i>	<i>Portland, Me., Express</i>
<i>Springfield, Mass., Union</i>	<i>Burlington, Vt., Free Press</i>
<i>Salem, Mass., News</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford</i> <small>Standard and Mercury</small>	<i>Meriden, Ct., Record</i>
<i>Lynn, Mass., Item</i>	<i>Waterbury, Ct., Republican</i>

which the writer worked out, explaining in detail the problems that presented themselves and giving reasons why certain things were handled in certain ways, will perhaps be the best way to give practical information that will be of help to other advertisers in solving their problems.

The Bruce-Macbeth Engine Company make high-grade gas engines for isolated power plant use, in place of steam or central station power.

Largely owing to the nature of their business and particularly owing to their business policy, their product is sold almost entirely direct.

The general field for sales is among power users of all kinds, within the range of sizes manufactured by the company—that is, factories of every description.

Approved By The Advertisers !

Twenty to forty columns a day
—more advertising in the

New Haven
(Ct.)
Register

than in any other New Haven, Conn., daily newspaper.

This is because the REGISTER sells more goods than any other New Haven daily. It sells more goods not only because it has more circulation than any other daily, but because it has the confidence of its readers to a greater degree than any other daily in New Haven.

**The REGISTER is one of
NEW ENGLAND'S best dailies.**

JULIUS MATHEWS, Representative

A Big Help in the Busy Foundry

The "P. & H" GRAB BUCKET

[illegible]

Several of them have used an order for additional books, after giving the first one a thorough review. The Seattle-Gig Harbor Inn & Resort Co. recently gave us an order for two additional books, after using the first one a few months.

We certainly wish that all these books were *free*! The guest books recently furnished by your company has proved a great labor saver, and we appreciate it on the staff. It has been extremely helpful.

Respectfully yours, "This book is given to the staff of Seattle Inn."

[illegible]

WRITTEN TO APPEAL TO THE PRACTICAL
SHOP MEN

large office buildings, public institutions, municipal water and lighting plants, etc.

This field in its broad sense may be divided into two divisions—the executive and the practical man, in this case the operating or consulting engineer. The purchasing agent is very little to be considered.

In this particular case another phase of the situation presented itself, which modified the general method of appeal to the executive and the practical man. This was the fact that gas power, a modern method of producing power, was competing with steam, a long established method with which everyone is familiar. This necessitated work along educational

WICHITA

The largest jobbing and manufacturing point in the state of

KANSAS

amounting to over \$65,000,000 annually. Retail dealers from Western Oklahoma, a large part of Texas, New Mexico, Arizona, Central and Southwestern Kansas come to this market and are best reached by the Class A Service of

**Crawford & Martling Poster
Advertising Co.**



The man who gave a party and didn't invite his brother explained that he had to draw the line somewhere.

The advertiser, in selecting mediums, must of course draw the line somewhere. But if he draws it at farm papers he separates himself from those consumers of his kind of goods who are today in the best position to buy.

There is 100% efficiency in the right appeal to the progressive farm homes of

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

lines to a considerable extent with the practical man as well as the executive. In this case it became quite a desirable thing to impress both the technical and executive man with the fact that gas power was becoming commonly regarded as thoroughly efficient and practical; that it was being adopted on a large scale among the largest and best concerns and institutions. This for the time being put the campaign to both the technical and executive man on very much the same basis. Later on as gas power becomes better and better established, the style of appeal will be made to differ.

As the best method of showing the large scale on which gas power was being used and the high standing and character of those who had investigated and adopted its use, photographs of installations were decided upon with brief details concerning the adoption of this particular engine in each case, extracts from testimonials, etc.

This plan of campaign being decided upon, the next step was to determine where to advertise. The advertiser in this case (as are, in fact, the majority of technical advertisers) was quite unlike the big national and mail-order advertisers who are constantly seeking and eager to find some additional publication that looks worth a trial. With technical advertisers, generally, and especially in starting an advertising campaign, the amount of money allotted for advertising is quite limited, and instead of seeking new publications that will make good, the advertiser is only permitted to use a small proportion of the good ones available.

In this particular case the advertiser increased his appropriation 50 per cent over the year before, which was surely all anyone could be expected to do, but nevertheless, it was pretty difficult to select the papers and arrange the schedules that would give best results.

It was finally decided to use one monthly paper to reach the execu-

tive, and two weekly papers to reach the technical element.

In the monthly reaching executives, it was decided to use the same size space all the time. In the weeklies it was decided to alternate, pages, half pages and quarters, using the pages and half pages for educational work on the use of gas power and the quarter pages for brief, terse statements regarding the technical advantages of the Bruce-Macbeth engine in particular—this schedule to apply except during a few months in the off-season when smaller space was to be used.

In considering the layout two things were aimed at: first, a style of display that would not only be distinctive and stand out from other advertisements, but also have something about it that could be carried out in all advertisements of all sizes to connect each advertisement up to those that had gone before, and withal high-class in tone, in keeping with a thoroughly high-class product. Second, a distinctive style for the trade name that would become well known and familiar to readers through the advertising.

A certain border idea was carried out in some form in the advertisements of all sizes, while the illustrations and copy were changed each time to keep the advertisements interesting. This border was unlike anything else in the publications used; it stood out strongly in relief against the white paper as well as against the other advertisements in the paper, and the checkerboard effect was quite in keeping with the good old Scotch name, Bruce Macbeth.

In writing the copy any number of interesting subjects presented themselves, which is just as surely the case in any business, although to the people in the business the facts may seem very commonplace and ordinary. Such subjects were used, for instance, as "Makes Power Cheaper than Niagara Falls," "Canal Dover's Experience with Bruce-Macbeth Gas Engines, in three Chapters," "Repeat Order No. 6," "Model Power Plant of a Model Village," etc.

A Power in its Community

The Worcester

(Mass.)

Gazette

Is known to stand for the interest of the people of Worcester.

The GAZETTE has the respect and confidence of all fair-minded people in Worcester, and that is about all of them.

In the past five years its circulation has increased fourfold—so has its advertising.

The GAZETTE carries more display advertising than any other Worcester daily. It has the

Largest Evening circulation of any paper in Massachusetts outside of Boston.

JULIUS MATHEWS, Representative

The First Four Months

of 1912 The Chicago Record-Herald carried 8,425 columns of advertising. This is a

Gain of 168 Columns

over the amount of advertising carried during the corresponding four months of 1911.

The gain of The Chicago Record-Herald during

The Past Fourteen Months

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

Over 400
Ships1,210,000
Tons

To
Advertising
and
Sales
Managers

In offering prizes for good salesmanship, consider our cruises to all parts of the world, ranging from 16 to 110 days, and costing from \$85 to \$650 and upwards.

No other prize you could offer would be more acceptable or helpful.

For particulars address,
Advertising Department,
HAMBURG-AMERICAN
LINE

41-45 Broadway
NEW YORK

Later on when installations have been run long enough to leave no doubt in the minds of readers that this form of power is being used extensively among the largest and most particular users of power, facts and figures will be introduced into the advertisements to show just what saving and other advantages can be effected through the use of this form of power.

Campaigns were also carried on in publications which reached certain classes of power users as, for instance, the flour milling trade, etc., where of course the copy had to be especially adapted to show the extent to which this form of power was being adopted in this particular field, and the advantages it offered over other forms of power heretofore chiefly used, such as water power in this case, which was more or less uncertain owing to low water periods, and of course, only available in a very limited number of localities.

Considerable supplementary and timely work can often be done by the advertiser to increase the effectiveness of the whole campaign. For example, the Bruce-Macbeth Company learned that in a certain large city there were some seven or eight concerns considering the purchase of power plant equipment. From the source of this information they were unable to learn the names of these parties, but simply got the "tip" which they considered thoroughly reliable that some seven or eight concerns in the city were ready to talk business. These prospects were worth trying to unearth, as in a business of this nature, where every sale runs from \$1,000 to \$20,000, every prospect amounts to something. What to do about it, was the question. It was finally decided that, under the circumstances, it would pay to run an advertisement in the leading daily newspaper, especially in the hope of reaching these particular people.

The best morning paper was selected as the one most largely read by men of affairs.

Preferred position was paid for next to reading matter, top cor-

ner of the first inside page on the theory that the busy business men, if they did not have time to get clear through their paper on the street car, they would be pretty sure to get as far as the second page.

The advertisement was made amply large to be seen, the same checkerboard border as on all other advertisements was used, and a liberal margin of white space used around the ad, the effect being that the moment the paper was opened up attention was focused on this spot, which stood out prominently.

Arrangements were previously made with an addressing and mailing concern located in this city, to send marked copies of this issue of the newspaper to a list of consulting engineers and architects in this city.

As a result of this advertising, four inquiries were received, one of which was subsequently sold. Although there is no way of telling whether these inquiries were from the parties this advertising was designed to reach, it is probably true that this advertisement inserted "hit or miss" in a city of equal size would not have brought this number of inquiries.

VALUELESS INQUIRIES

LORD & THOMAS
CHICAGO, ILL., June 24, 1912.

Editor of PRINTERS' INK:

I wish to express my appreciation of an article that appeared recently in your paper by Mr. B. F. Geyer, as regards the value of inquiries.

So many advertisers are engaged in the business of getting postal cards from small boys and curiosity-seekers nowadays that it is refreshing to read something from the pen of a man who understands.

Very sincerely,
W. T. JEFFERSON.

ESTEP OUT

E. Ralph Estep has resigned as advertising manager of the Packard Motor Car Company, Detroit, Mich. Mr. Estep's new connection is not announced.

George H. Daugherty has been made advertising manager of the Michigan Buggy Company of Kalamazoo, Mich. Mr. Daugherty has been connected in recent years with Lord & Thomas and also with the Taylor-Critchfield Company.

Pre-eminent in Maine

ably edited—all the news—best features, largest and best mechanical equipment. The

Portland Evening Express

not only dominates the Portland, Maine, field but is the greatest daily in Maine.

Has three times the circulation of any other Portland daily.

Carries more advertising of all kinds than any other Maine daily.

Your advertisement should be in it.

JULIUS MATHEWS, Representative

Horace Fletcher, Rose Small Hill and other noted Pure Food Authorities are contributing regularly to

PHYSICAL CULTURE

Physical Culture was the first Magazine to take up the fight in the interests of pure foods, and it has been unceasing in its efforts to bring the public to a realization that pure food means good health.

It is the most logical advertising medium for the pure food manufacturers.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager
Boston Office: 24 Milk St.
Oliver E. Butler, Manager

Quality Circulation Brings Returns

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, July 11, 1912

Baiting the Street Car Interests

The Chicago City Council has passed a drastic ordinance prohibiting surface and elevated railroads in that city from displaying advertising matter in cars or on stations. Before the proposed action can become a law, it must have the signature of the Mayor. Politics is a queer game. Whatever may be the real motive for poking up the street car companies just at this time, the ostensible reason is that the city fathers have suddenly discovered that the car companies hold a franchise to run transportation lines, and not to conduct an advertising business.

Street car advertising has long since become standardized. It is an efficient, wholly unobjectionable method of talking to the public. There is the strongest evidence that the public itself approves of car advertising. This evidence consists of the results which advertisers in cars receive. If people generally objected to car advertising, they would not respond to it, and the advertisers would quit. Thus it would promptly wind itself up automatically. But so far from that be-

ing the case, car spaces are engaged for long periods ahead and hard-headed business men continue to spend vast sums in this medium.

No form of advertising exists except on sufferance of the public. Every time an advertisement is put out, the advertiser is, in a sense, going to the public with a referendum. The advertiser tabulates the votes on the basis of the sales he makes. Car cards have been accepted by the consumer as a convenient means of acquiring information about merchandise. Not only that, but car card copy has been improved, human interest has been added, until to-day a considerable portion of the traveling public looks regularly to these signs for diversion and entertainment. The changed attitude of other mediums toward car advertising and the disappearance of petty jealousy further indicate that advertising has a legitimate place in the street cars. If a city franchise does not permit advertising in cars, then the franchise ought to be changed rather than the advertising abolished.

PRINTERS' INK says:

Let the campaign follow the goods. They go to the dealer first.

Competition of Efficiency

Hon. William H. Hotchkiss, former Insurance Superintendent of New York, in speaking to the Life Underwriters' Association of Canada, at Montreal, the other day, let some words fall which might well be pondered by business men who do not happen to have insurance to sell. In speaking of the present status of life insurance companies, he said:

With, in most cases, company solvency as assured as is the government's, with the policies of all companies, giving practically the same benefits, with loss payments differing in promptness by but hours or, at most, a few days, the competition of the future will, in my judgment, turn largely on cost. Unless present signs are wrongly set, this decade in life insurance will be one of so-called dividends. Prestige and service will help, but the fittest to survive in the long,

hard race will be the company whose dividends are largest when measured against the same premium.

In other words, the competition of the future is to be a competition of efficiency. The company which can do business most economically will get the most business to do.

It is as true in other lines as it is in the insurance business. Manufacturing processes are rapidly becoming standardized so there is no longer very vast differences in quality of products of the same grade; manufacturers are learning rapidly that service is as important as the product, and differences in that regard are rapidly being wiped out; the general tendency in all lines is towards a higher standard of quality and a uniformity of value among products of different makes. This, of course, forces competition into the field of efficiency.

This has a particular interest for the advertising man and the sales manager, because it is in selling-costs that the greatest saving must be made. The heaviest burden the consumer bears is the cost of selling the goods to him. In the competition of the future the winner will be he who can sell the goods quickest and at least cost.

PRINTERS' INK says:

If the time spent in explaining why it failed should be devoted to making it succeed, some of our batting averages would be higher.

"Raisin Day" Then and Now

'Way back in 1910 PRINTERS' INK was constrained to take a fall out of "California Raisin Day," and prophesy rather grimly the meagre results which would follow a campaign of press agency such as was then contemplated. The campaign happened as per schedule, and the results bore out our prophecy since they were hardly worth mentioning.

This year, however, a change came o'er the spirit of the Raisin

Day Committee's dream—real money was spent for real advertising placed where it belonged—and the result is an optimistic letter from the agency which volunteered its services to the committee without charge. It begins to look as though Raisin Day would "pan out" in another year or two.

Instead of trying to work up an enthusiasm for raisins among consumers—who don't enthuse with any spontaneity, and many of whom don't like raisins anyway—this year's campaign has been directed to the grocers who sell raisins and the bakers who use them. They have been shown, by booklet, circular and trade-paper ad how they can sell more raisins and make more money by co-operating with the Raisin Day Committee. A substantial amount has been spent on window displays, which have interested the consumer at a time and a place where her interest can be of value to somebody. The railroads which have an interest in freight shipments from the raisin growing territory have been enlisted, and most of them featured raisins on their dining-car menus and told their passengers something about Raisin Day.

Altogether it now begins to look as though Raisin Day was going to amount to something, and all promoters of other commercial "holidays" are advised to take a leaf out of the Raisin Day Committee's book.

PRINTERS' INK says:

When our competitor wins the sale it's "good luck"—when we win it is "higher salesmanship."

Improving on the Barbary Pirates

The following form - letter, which was sent to PRINTERS' INK by one of its subscribers, is worth printing in full:

AMERICAN DRUGGISTS
SYNDICATE

LONG ISLAND CITY, GREATER NEW YORK
June 29, 1912.

PRINTERS' INK PUBLISHING CO.,

Gentlemen:—You are selling us quite some merchandise and we want to buy

in larger quantities from you. At the same time, we want to thank you on behalf of our 15,000 druggists for the consideration you have always given our orders.

We publish a Co-operative Monthly Journal called the *Voice*. This now goes each issue to all our members, and we want to send it to all non-member druggists in the United States also.

Last year we paid 8 per cent to members and the multigraph list of stockholders we used in mailing dividend checks to druggists we also use to mail the *Voice*—the official organ of the A. D. S.

So the *Voice* goes to a mighty happy and prosperous bunch of druggists. That list is 15,672 members long.

These members own the *Voice* outright. They own the printing presses which print it and they contribute to its columns themselves.

You'll agree that the drug paper owned by its readers is most carefully studied. Your ad in the *Voice* strikes home.

We think you will be interested in this work with us. For the more business we get you, the larger will be the orders you will get from us.

We send you the *Voice* under separate cover. Read it.

Then sign the enclosed contract for the space you desire (rate card on back) and return to us. *Voice* forms close the 8th of July.

Very truly yours,

AMERICAN DRUGGISTS SYNDICATE.

We are pleased at the implied compliment in the first sentence—that PRINTERS' INK is "quite some" merchandise, and we are glad to note that there is a desire to buy it in larger quantities. Just why the A. D. S. should "thank us on behalf of their 15,000 druggists" isn't quite clear, but the rest of the letter is, unfortunately, very clear.

Undoubtedly there are a good many people who think it is honest to force others to pay tribute under the implied threat that if you don't we won't buy any more of your goods. *Somebody* must think it is honest, for there are so many folks doing it. It looks as though most of them were running publications, too; the publication is such an easy method of getting away with it, and "advertising" is a pleasanter thing to call it than some other terms.

Honestly though, this sort of thing gives us a bigger respect for the Barbary pirates, who came out frankly with the excuse "We need the money." They didn't pretend that it was going to do

their victims any good to fork over, didn't talk about multigraphed lists of subscribers to whom the name and fame of each particular victim was to be celebrated. They never pretended that the payment of the tribute money would do anybody the slightest good but themselves, and to that extent they were honest and upright men.

But we progressed since then. The agency house-organ and the official publication hadn't been invented in the early days of the nineteenth century, and doubtless the Barbary pirates did the best they could with their primitive equipment.

More Than One Way, as a Rule

It is natural for the exponents of one medium or one class of mediums to be enthusiastically confident of the superiority of their particular way of getting results for the advertiser. It is natural for them to immediately take to arms whenever a hint is dropped that possibly their way may not be the best way. Indeed, there could hardly be effective solicitation without this confidence and this aggressiveness.

But such confidence tends toward narrowness, and the result of narrowness is to deny the effectiveness of other mediums.

It is important to remember that any medium that reaches the right kind of people, reaches them effectively, and reaches them at proper cost, is a good medium, no matter what it is, how it reaches the people, how few advertisers are using it or what the critics say of it.

A New York advertising manager recently suggested, in an address, that it is likely that the working out of the effective message—the form of the appeal—is much more important than the selecting of the medium. This is putting it rather strongly, but it certainly is true that no medium or class of mediums has a right in this day to claim to be the whole thing. The experiences of advertisers prove otherwise.

FOUR YEARS' NEW LIFE

July 1908 ————— July 1912

In this period LIFE'S circulation has grown from 42,000 up to 180,000, representing an absolute, natural demand at \$5.00 per year, cash in advance, or 10c per copy, without premiums, clubbing rates or inducements.

This progress is due to an increase from a 20-page to a 44-page paper and all around improvements in the publication representing the biggest value of high class matter we can possibly give for the subscription price, also to our having established a system of distribution with road men, and creating a demand through a consistent campaign of advertising—(taking our own medicine).

LIFE'S advertising has grown from 100% to 420% which is the strongest testimonial of LIFE'S value for advertisers which we know of.

Such growth in circulation and advertising could not be maintained by any publication if it were not satisfying its readers and advertisers. This record of progress warrants LIFE being on your O. K.'d list the coming season.

Geo. B. Richardson, Adv. Mgr., 31st St. West No. 17,
New York

B. F. Provandie, Western Mgr., Marquette Bldg. 1203,
Chicago

The Boston Globe's Best Six Months

During the six months ending June 30,
1912, the Boston Globe printed

4,325,616 Lines of Advertising

This was the largest number of lines ever printed
by the Globe in the first six months of any year,
and was 918,661 more lines of advertising than
appeared in any other Boston newspaper.

The Cash Receipts of the Globe from
Circulation during the six months ending June
30 exceeded those of any similar period in
its history.

Six Months' Totals

The total lines of advertising in the four Boston newspapers having
Daily and Sunday editions for the six months
ending June 30, 1912, was:

Boston Globe	.	4,325,616 Lines
Boston Post	.	3,406,955 Lines
Boston American	.	3,109,470 Lines
Boston Herald	.	2,209,350 Lines

The above totals include all kinds of advertising from the smallest
want advt. to the business of the big department stores.

Want Advertisements in Boston Papers

Total want advertisements printed in Boston during the six months ending June 30, 1912.

Advertisements	
Boston Globe .	258,479
2nd Paper . .	81,675
Globe's lead .	176,804

Want Advertisers know what they get in return for the money they expend in advertising. In **Boston They Use the Globe.**

Total Want Advs Month of June:

Advertisements	
Boston Globe .	47,470
2nd Paper . .	16,049
Globe's lead .	31,421

Automobile Advertising in Boston Papers

The total lines of Automobile Advertising printed during the six months ending June 30, 1912, was:

Boston Globe — Lines	
Display . .	214,947
Classified* .	109,615
Total . .	324,562

Boston Post — Lines	
Display . .	225,850
Classified .	19,320
Total . .	245,170

*A large part of the Auto Advertising printed on the Globe's classified pages is display and is paid for at the regular Automobile rate.

The Boston Daily Globe has a larger circulation than any other two-cent newspaper published in the United States. It brings splendid results to advertisers.

The Boston Sunday Globe, with its tremendous clientele in the substantial homes of Boston and New England, is one of the best advertising mediums in the world.

Quality—Quantity—Results

**You Get Them All When You Advertise
in the Boston Daily and Sunday Globe**

A Record—And Figures that Prove It

Figures are interesting only when they prove something. The figures quoted prove Cosmopolitan's value to all classes of advertisers. They relate primarily to school advertising—the relation of school advertising to commercial advertising is afterwards shown.

SCHOOL ADVERTISING IN AGATE LINES CARRIED FOR THREE YEARS PAST IN FIVE STANDARD MAGAZINES

	1909.	1910.	1911.	Total.
Cosmopolitan	17,213	20,579	22,930	60,722
Everybody's	14,603	17,794	22,128	54,525
McClure's	15,371	15,188	16,599	47,158
Munsey's	13,531	11,977	10,894	36,402
American	6,233	4,932	5,134	16,299

SCHOOL AGATE LINES CARRIED FOR THE FIRST SEVEN MONTHS OF 1912 WITH GAIN OVER LAST YEAR

	1911.	1912.	Gain.
Cosmopolitan	7,952	12,271	4,319
Everybody's	11,341	11,669	328
American	2,744	2,646
Munsey's	5,502	3,969
McClure's	8,994	8,673

Correctly analyzed "class circulation" means substantial influence among people who possess buying power sufficient for more than life's necessities; that is, families with incomes sufficient to lay aside from \$500 to \$1,200 yearly for the education of their children.

In August Cosmopolitan there are eight thousand and thirty-six lines of school advertising. The largest amount—by nearly a thousand lines—ever carried in a single issue of any publication. This proves that Cosmopolitan circulates among people who can buy—who answer advertisements. Beyond question, this record establishes Cosmopolitan's value for the commercial advertiser. It proves that its readers have absolute confidence in its advertising pages.

If further proof were necessary, the fact remains that Cosmopolitan is carrying more advertising than was ever carried by any magazine, and about as much as its next two contemporaries combined.

Remember this when making up your Fall lists.

Price \$3.25 per line—\$728 per page

OSMOPOLITAN 381 Fourth Ave., New York City

JULY MAGAZINES

ADVERTISING IN THE LEADING
MONTHLY MAGAZINES FOR JULY

	Pages	Agate Lines
Cosmopolitan	156	35,021
Sunset—The Pacific	109	24,416
Everybody's	91	20,501
Review of Reviews	91	20,384
World's Work	83	18,640
Harper's	74	16,688
McClure's	69	15,456
Scribner's	66	14,784
Munsey's	65	14,672
Century	53	11,872
American	47	10,590
Uncle Remus's (cols.)	46	8,673
Hearst's Magazine	38	8,605
*Popular	32	7,280
Red Book	32	7,280
Overland	31	6,944
Lippincott's	30	6,720
American Boy (cols.)	32	6,552
Ainslee's	27	6,060
Current Literature	27	6,048
Argosy	25	5,712
Metropolitan (cols.)	30	5,160
Strand	22	5,096
Wide World	22	4,984
Boy's Magazine (cols.)	24	4,448
Atlantic	19	4,256
Smith's	18	4,144
Smart Set	18	4,032
Pearson's	17	3,864
St. Nicholas	16	3,752
All Story	16	3,584
Blue Book	15	3,360

VOLUME OF ADVERTISING IN
LEADING WOMEN'S MAGAZINES

	Pages	Agate Lines
*Vogue (cols)	186	29,091
Ladies' Home Jour. (cols.)	81	16,349
Woman's H. Com. (cols.)	76	15,204
Good Housekeeping Mag.	66	14,794
Delineator (cols.)	67	13,457
Woman's Magazine (cols.)	61	12,325
Designer (cols.)	60	12,157
Modern Priscilla (cols.)	64	10,790
Ladies' World (cols.)	47	9,400
Pictorial Review (cols.)	45	9,000
Mother's Magazine (cols.)	59	7,948
People's Popular Monthly (cols.)	41	7,824
McCall's (cols.)	52	6,968
Housekeeper (cols.)	34	6,930
Woman's World (cols.)	38	6,665
Housewife (cols.)	32	6,500
People's Home Jour. (cols.)	29	5,842

* 2 issues.

LIPPINCOTT'S
MONTHLY MAGAZINE

100 Pages Before Dec. 1

That's the slogan of Lippincott's Advertising Department for the balance of 1912.

A year ago we were carrying 16 pages—the smallest number carried by any magazine. There has been a big change since then. Each month has shown an increase of from 25 to 100% over the corresponding month of the previous year.

Lippincott's has become an advertiser's magazine as well as a literary publication. This is evidenced by the fact that during the period of increase in its Advertising Section, nearly every other magazine suffered a loss.

The orders we have booked for September, October and November warrants our expecting

100 Pages Before Dec. 1

LIPPINCOTT'S
MONTHLY MAGAZINE

PHILADELPHIA

NEW YORK CHICAGO
156 Fifth Ave. 1502 Tribune Bldg.
BOSTON DETROIT
24 Milk St. 1326 Majestic Bldg.

*To-day's Magazine (cols.)	16	2,451
Harper's Bazar (cols.)..	11	2,201

* 2 issues.

**VOLUME OF ADVERTISING IN
LEADING MONTHLY MAGA-
ZINES CARRYING GENERAL
AND CLASS ADVERTISING**

	Pages	Agate Lines
Motor (cols.)	413	70,434
Motor Boating (cols.)....	223	38,304
*Country Life in America (cols.)	152	25,545
Architectural Record.....	105	23,520
System	94	21,056
Popular Mechanics.....	91	20,384
Outing	56	12,684
Field & Stream	52	11,816
Popular Electricity.....	49	10,979
Suburban Life (cols.)....	61	10,370
Business (cols.)	71	9,940
Outer's Book	43	9,632
House Beautiful (cols.)..	66	9,240
House & Garden (cols.)..	65	9,100
Outdoor Life	37	8,288
Recreation (cols.)	43	7,310
Garden (cols.)	48	6,767
International Studio (cols.)	45	6,300
Theatre (cols.)	37	6,254
Craftsman	27	6,094
Technical World	27	6,048
American Home & Gardens (cols.)	33	5,554
Travel (cols.)	39	5,536
Extension Magazine (cols.)	30	4,800
Arts & Decoration (cols.)	33	4,480

**VOLUME OF ADVERTISING IN
LEADING CANADIAN MAGAZINES**

	Pages	Agate Lines
MacLean's	125	28,169
Canadian Magazine.....	89	19,936
Can. Home Jour. (cols.)..	56	10,976

* 2 issues.

**VOLUME OF ADVERTISING IN
LEADING WEEKLIES IN JUNE**

	Columns	Agate Lines
June 1-7:		
Saturday Evening Post..	144	24,518
Independent (pages)....	106	23,744
Collier's	62	11,845
Life	64	9,096
Literary Digest.....	64	9,016

	Columns	Agate Lines
Town & Country	51	8,664
Churchman	37	5,971
Harper's	28	5,720
Forest & Stream.....	38	5,641
Christian Herald	31	5,270
Leslie's	22	4,556
Outlook (pages).....	19	4,396
Youth's Companion.....	21	4,244
Asso. Sunday Magazines	23	4,160
Scientific American.....	14	2,943
Illus. Sunday Magazine.	14	2,660

June 8-14:

Town & Country	151	25,500
Saturday Evening Post..	101	17,335
Collier's	55	10,639
Literary Digest	64	8,969
Life	45	6,428
Outlook (pages).....	27	6,188
Leslie's	28	5,765
Christian Herald	22	3,857
Independent (pages)....	16	3,584
Asso. Sunday Magazines	19	3,426
Churchman	20	3,344
Forest & Stream.....	21	3,159
Harper's	14	2,931
Scientific American	13	2,732
Illus. Sunday Magazine.	13	2,450
Youth's Companion.....	11	2,251

June 15-21:

Saturday Evening Post.	128	21,818
Collier's	61	11,642
Town & Country	55	9,308
Harper's	43	8,651
Scientific American.....	40	8,072
Literary Digest.....	54	7,627
Life	50	7,083
Leslie's	25	5,187
Christian Herald	24	4,136
Independent (pages) ...	17	3,808
Outlook (pages)	16	3,696
Asso. Sunday Magazines	20	3,610
Forest & Stream	23	3,452
Youth's Companion.....	15	3,103
Churchman	18	2,917
Illus. Sunday Magazine	12	2,300

June 22-28:

Outlook (pages)	83	18,648
Saturday Evening Post..	97	16,566
Town & Country	51	8,650
Collier's	43	8,211
Literary Digest.....	54	7,646
Leslie's	30	6,110
Life	39	5,492
Independent (pages) ...	19	4,256
Forest & Stream.....	24	3,587

A Reminder

⌚ Last forms of the
24th Anniversary
Number of Printers'
Ink go to press

Monday, July 15

⌚ Copy for that
issue will be ac-
cepted until 1 p. m.

Printers' Ink Publishing Co.
12 West 31st St., New York City

	Pages	Agate Lines
Asso. Sunday Magazines	16	2,915
Scientific American.....	14	2,814
Youth's Companion	13	2,748
Illus. Sunday Magazine,	14	2,550
Harper's	12	2,430
Christian Herald.....	14	2,405
Churchman	14	2,322

June 29-30:

Saturday Evening Post.	91	15,496
Collier's	44	8,412
Literary Digest.....	59	8,272
Town & Country	43	7,350
Forest & Stream	28	4,184
Churchman	19	3,083
Outlook (pages)	12	2,800
Asso. Sunday Magazines	14	2,523
Scientific American....	13	2,504
Harper's	12	2,419
Illus. Sunday Magazine.	9	1,730

Totals for June:

Saturday Evening Post..	95,733
Town & Country	59,472
Collier's	50,740
Literary Digest	41,530
Outlook	35,728
*Independent	35,392
*Life	28,099
Harper's	22,161
*Leslie's	21,618
Forest & Stream	20,023
Scientific American	19,065
Churchman	17,637
Asso. Sunday Magazines	16,634
*Christian Herald.....	15,668
*Youth's Companion ...	12,346
Illus. Sunday Magazine	11,630

* 4 issues only.

**RECAPITULATION OF LEADERS
IN MONTHLY CLASSIFICATION**

	Pages	Agate Lines
1. Motor (cols.)	413	70,434
2. Motor Boating (cols.)	228	38,304
3. Cosmopolitan	156	35,021
*4. Vogue (cols)	186	29,091
5. MacLean's	125	28,169
*6. Country Life In Amer- ica (cols.)	152	25,545
7. Sunset—The Pacific...	109	24,416
8. Architectural Record..	105	23,520
9. System	94	21,056
10. Everybody's	91	20,501
11. Review of Reviews...	91	20,384
12. Popular Mechanics...	91	20,384
13. Canadian Magazine...	89	19,936

	Pages	Agate Lines
14. World's Work	83	18,040
15. Harper's	74	16,688
16. Ladies' Home Journal (cols.)	81	16,349
17. McClure's	69	15,156
18. Woman's Home Com- panion (cols.)	76	15,304
19. Good Housek'ping Mag.	66	14,794
20. Scribner's	66	14,784
21. Munsey's	65	14,672
22. Delineator (cols.)	67	13,457
23. Outing	56	12,684
24. Woman's Mag. (cols.)	61	12,325
25. Designer (cols.)	60	12,157

* 2 issues.

DEATH OF A. A. LAWRENCE

Amory A. Lawrence, long one of the leaders in the cotton manufacturing industry in America, died on July 6 at his home in Boston. Mr. Lawrence was president of the Ipswich Mills Manufacturing Company and a director of the Boston & Maine, Maine Central and the New York, New Haven & Hartford railroad companies. He was also connected with the directorate of a number of Boston banks and was head of the wholesale dry goods firm of Lawrence & Company.

**HUNGERFORD WITH WELLS
FARGO**

Edward Hungerford has been recently appointed advertising manager of the Wells Fargo Express Company, with headquarters in New York. Along with his other work, Mr. Hungerford will start a "house-organ" entitled the *Wells-Fargo Messenger*. He was formerly advertising manager of the Brooklyn Rapid Transit Company, and is a well-known writer upon railroad subjects for the popular magazines.

**VETERAN NEW JERSEY EDITOR
DEAD**

Robert E. Foster, for many years editor of the *Sussex Register*, the oldest newspaper in northern New Jersey, died in Newton, N. J., on July 6. Mr. Foster began working on the paper when a youth at the time the journal was founded by the late Judge Hall, and had been employed by it ever since.

**L. M. GIBB, OF FREDERICK
LOESER & CO., DEAD**

Lewis Mills Gibb, junior partner in the firm of Frederick Loeser & Company of Brooklyn, died suddenly at Bay Shore, L. I., on July 6. Mr. Gibb until February, 1911, was associated with his father, head of the importing house of Mills & Gibb, New York.

12,188 Lines Gain

That's the advertising story of Hearst's Magazine for the past five months, over the corresponding issues a year ago. This follows closely in the footsteps of the gain in circulation.

No magazine could help but gain, in both circulation and advertising, with such master writers and artists, the work of some of whom appears exclusively in Hearst's Magazine:

Read this array of talent in the July issue:

Winston Churchill	Maxfield Parrish
Guglielmo Ferrero	James Montgomery Flagg
Henry Smith Williams	Howard Chandler Christy
Elbert Hubbard	Charles Dana Gibson
Admiral Dewey	E. W. Kemble

No wonder each succeeding issue eclipses its predecessor, making

Hearst's Magazine

THE MOST TALKED OF MAGAZINE IN AMERICA

Page Rate, \$125 and pro rata. Revised rate in sight for Fall.

381 Fourth Avenue, New York

Chicago Office
437 Marquette Building

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JULY ADVERTISING

	1912	1911.	1910.	1909.	Total.
Cosmopolitan	35,021	25,583	25,536	25,872	112,012
Everybody's	20,501	25,422	26,537	26,362	98,822
Review of Reviews	20,384	21,280	23,968	23,323	88,955
Sunset—The Pacific	24,416	23,625	18,424	21,280	87,745
McClure's	15,456	18,368	21,770	20,552	75,146
World's Work	18,640	15,414	20,790	20,048	74,892
Scribner's	14,784	15,893	23,420	19,638	73,665
Munsey's	14,672	19,516	19,192	20,258	73,638
Harper's	16,688	18,200	17,900	18,782	71,570
American	10,590	13,273	19,332	16,424	59,518
Century	11,872	12,598	15,120	15,456	55,046
Red Book	7,280	8,960	11,200	10,752	38,192
Uncle Remus's	8,673	7,404	11,020	9,031	36,128
Hearst's Magazine	8,605	5,152	8,400	8,624	30,781
Argosy	5,712	8,366	7,560	7,616	29,274
Current Literature	6,048	8,547	8,028	6,496	29,119
Ainslee's	6,060	7,392	7,100	8,022	28,574
Pearson's	3,864	8,400	9,751	6,440	28,455
American Boy	6,552	6,130	5,620	4,709	23,011
Lippincott's	6,720	4,284	5,324	5,096	21,924
Strand	5,096	5,432	5,152	5,376	21,056
Metropolitan	5,160	6,891	4,032	4,928	21,011
Atlantic	4,256	5,264	6,720	4,396	20,636
All-Story	3,584	5,494	4,522	3,556	17,156
Smith's	4,144	4,536	3,360	3,481	15,521
Blue Book	3,360	4,480	3,584	3,894	15,318
St. Nicholas	3,752	3,864	3,528	2,912	14,056

WOMEN'S MAGAZINES

	1912	1911.	1910.	1909.	Total.
*Vogue	29,091	29,874	28,028	16,272	103,265
Ladies' Home Journal	16,349	14,597	18,256	17,200	66,402
Woman's Home Companion	15,204	14,640	16,144	14,332	60,320
Good Housekeeping Magazine	14,794	13,188	16,212	15,596	59,790
Delineator	13,457	13,843	11,252	13,318	51,870
Designer	12,157	13,178	10,554	11,840	47,729
Woman's Magazine	12,325	13,242	10,572	11,124	47,263
Modern Priscilla	10,790	11,928	10,584	9,468	42,770
Ladies' World	9,400	10,900	9,880	8,425	38,605
Pictorial Review	9,000	8,200	7,560	8,351	33,111
Housekeeper	6,930	8,500	9,275	8,267	32,972
McCall's	6,968	5,673	6,566	5,337	24,544
Harper's Bazar	2,201	4,251	6,100	6,720	19,272

MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING

	1912	1911.	1910.	1909.	Total.
Motor	70,434	75,264	69,048	45,864	260,610
*Country Life in America	25,545	28,537	27,946	26,488	108,516
System	21,056	19,264	23,632	25,200	89,152
Field & Stream	11,816	13,118	14,630	13,166	52,730
Outing	12,684	14,890	13,664	10,162	51,400
Suburban Life	10,370	12,410	17,680	10,304	50,764
International Studio	6,300	8,120	10,304	9,085	33,809
Recreation	7,310	8,810	9,463	7,740	33,322
House and Garden	9,100	10,509	8,930	3,328	31,867
House Beautiful	9,240	9,256	6,072	6,662	31,230
Garden	6,767	7,399	7,980	7,081	29,227
American Homes & Gardens	5,554	6,365	7,291	7,730	26,940
Technical World	6,048	4,928	6,774	7,560	25,310

JUNE WEEKLIES

	1912	1911.	1910.	1909.	Total.
Saturday Evening Post	95,733	81,550	73,180	65,620	316,083
Collier's	50,740	45,941	46,553	41,058	184,292
Outlook	35,728	33,006	33,360	44,936	152,030
Literary Digest	41,530	35,824	35,602	24,236	137,192
Life	28,099	28,379	30,728	33,289	110,495
Forest & Stream	20,023	13,654	17,918	15,412	67,037

924,633 928,994 964,028 864,495 3,682,150

* 2 issues.

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month and in other years only four.

Knowing The Market

Last April a folding umbrella was advertised, by a national advertiser, in a Los Angeles newspaper. Evidently, *he knew the market*, for this was exactly the right time to advertise *folding umbrellas*. The rainy season is all over by April, you know, and umbrellas are relegated to the storehouse.

Let Sunset—The Pacific Monthly help *you* as to conditions in

the market beyond the Rockies

We'll help every way we know; keep you posted, if you'll let us, direct by mail, or through one of our branches. *We know* when it's umbrella time, and we won't let you go ahead, as an automobile accessory man did a while ago, and send us copy talking about "taking your automobile out of winter storage." Why, bless you, we use automobiles the year 'round, out here.

Knowing the market is worth while, always, and especially with folks who know the value of advertising in Sunset—The Pacific Monthly.

Let us help!

Just address like this:

"Sunset—The Pacific Monthly"

Wm. Woodhead, Business Mgr., San Francisco

OR THE EASTERN OFFICES:

Chicago—73 West Jackson Boulevard, L. L. McCormick, Mgr.

238 Marquette Building, G. C. Patterson, Mgr.

New York—37 East 28th St., W. A. Wilson, Mgr.



The Little Schoolmaster's Classroom

A correspondent sets forth that an acquaintance of his is about to publish a book of short stories, poems, etc. The book is being printed by a local printer, is to be in two colors, tastefully bound, and is intended to be used as a gift book. "The matter is not sectional," adds this correspondent, "and would appeal to people throughout the country. My friend wishes me to outline a campaign of advertising for this book. What would be best to do? What publications would reach the public that we want to reach and what publications, if any, would influence the book-dealers to stock the book?"

These, as the Sunday-School superintendent said when little Mary asked him why the angels climbed Jacob's ladder when they had wings to fly, are nice little questions.

In the first place, the Schoolmaster understands that publishers do not regard books of short stories as good sellers, unless the stories are by some famous author. The reading public seems to prefer to get short stories in magazine form.

Furthermore, there are few who have had experience in putting out a book independently of a publisher's assistance who want to try again. The publisher has his established channels of trade. His salesmen call regularly on book dealers. He has the machinery of advertising and distributing already working, and if a new book has merit it will command its share of orders without exorbitant expense.

But this author cannot afford to put out salesmen, and without some sales effort it is doubtful that the advertising in the book-dealers' trade publications or other advertising sent direct to dealers would have much effect. The chances are that mail-order advertising wouldn't be profitable.

For a book of this kind a good publisher seems indispensable, and the Schoolmaster cannot advise this correspondent to undertake an independent campaign; the money that it would cost looks better than the chance for profit.

* * *

"What's the biggest problem in your work?" was the question put to the advertising manager of a big national concern. "Personality," he replied after a little thought, "again and again I have to go up against the combination of a medium that is weak for our use, but which is represented by a man of strong personality—a man that I admire, and I have the dickens of a time forcing myself to consider the medium in a cold-blooded way, which of course I ought to do." The same question put to the advertising man of a house that does only local advertising brought out the fact that his biggest problem was that of dealing with programmes and the dozens of other local advertising ventures. Often the solicitor of the local concern is an acquaintance or some one who has business relations of some kind with the house, and these solicitors are often all the more troublesome to turn down because they are not well informed on advertising values, but are enthusiastic and sincere about the importance of all local concerns being in the church programme or the association blue book for which patronage is solicited.

* * *

"They say that the trend of the times is toward reason-why copy," writes a correspondent, "and that nowadays cutting out extravagant statements increases the chance for gaining the confidence of readers. Then how do you account for the acknowledged success of a number of concerns that all of us could name that have thrived on advertising that

is worse than extravagant—that is deceptive to a marked degree? Whence comes the power of these bold claims for superiority offered without fact or reason for such superiority? If I am to be guided by the success of some advertisers, then it seems better that I should merely declare that 'Blank's Candies are the Best,' and let it go at that."

* * *

It is certainly true that, in spite of all that has lately been said and done with respect to dishonest and misleading advertising, there are conspicuous examples of success won by this kind of advertising. As a prominent New York advertising man has said, "It ought to be true that lying advertising fails, but it doesn't always seem to work out that way."

The greatest of Books teaches that the days of the wicked are as grass, while the righteous shall flourish like the palm tree. When the wicked for a long time dwells uninterruptedly in his palace clothed in silk, it seems that the Scripture must be wrong. But if the end is watched, it will usually be seen that the success won by dishonest methods is not everlasting. Probably all close observers of advertising would agree that it is becoming harder and harder for the fraud to survive. But it nevertheless seems true that a certain proportion of the readers of publications are easy marks for extravagant or deceptive advertising, and until the state of public education has advanced considerably it will be difficult to protect these readers of advertisements.

This correspondent ought not content himself with mere bold assertions of superiority of the articles he is advertising if there are interesting facts that can be brought out. Mere assertions may make a name familiar, and there is no question about mere name-familiarity being an encouragement to buy. When two articles are presented, the name of one being known and the name of the other being unknown, nine out of ten people will probably buy the article with the familiar name, if everything else seems equal,

A Committee of ONE on Appropriations: The Boy

Father thinks *the boy* is asking *his* advice, but the outcome shows that *he* generally takes *the boy's*.

Whether it's a new set of books, an automobile, a phonograph or a kit of tools,—the boy knows *what* he wants and *how* to get it. He's the one member of the family with *time* to keep abreast of the doings of the day.

The Boys' Magazine goes to 65,000 of the liveliest boys in the country. It reaches 65,000 homes, where it is read with interest by parents and children alike. It's your surest chance *at winning* an active market *to-day*,—and at building a big market for *to-morrow*.

THE BOYS' MAGAZINE

Geo. J. Chase, Adv. Mgr.

SMETHPORT, PA.

G. A. Wallace, Western Rep.
906 Hearst Bldg., Chicago, Ill.

and the salesman makes no effort to have his choice selected by the buyer. But the better kind of advertising seeks to equip the reader with facts as to why the article is superior.

Truth, though crushed to earth for a while, lives to rise again. Not long ago the Schoolmaster was talking with several users of an article whose claim of "best" is boldly, without qualification, flashed before readers everywhere. These users declared that their experience with the article showed that it was inferior, and their emphatic manner left no doubt that the warning word was being passed along to fellow-users. The advocates of truthful advertising are not arguing only for to-day or to-morrow, or for next year. They argue that the advertiser of to-day should build for twenty years hence.

* * *

Have you observed how many of the trade papers are nowadays publishing articles on better salesmanship and better store management generally? Here is a great field in which no one has a better opportunity than the publisher of a trade paper. His chief difficulty is that usually on account of the size of the publication it is not easy to get articles in the hands of every one in the store or office who ought to read them. In some concerns a dependable employee has the job of noting all of these articles and of seeing that they get into the proper hands. The Schoolmaster suggests that particularly good series of articles ought to be reprinted in inexpensive pamphlet form, so that they may be put in the hands of all that they might help. Think of the good that a fine little series of talks on telephone salesmanship would do. Probably not one-tenth of the people who ought to have the instruction have seen the excellent articles on this subject that lately appeared in several magazines.

* * *

Whether you write the copy that your concern uses or have an agency prepare your copy, be sure to keep a keen lookout for

the incidents and experience that reflect the quality of your goods, the policy of your concern, etc. Some of these things may appear to be mere straws, but they show the way the wind blows, and an interesting incident or example will draw more attention and carry more conviction than mere assertive copy will do. In one advertiser's office it is the rule to have a number of copies made of every letter that gives a customer's opinion of the product, his experience in using it, or that deals in any way with the service of the advertiser. And these copies are sent around to those who have to do with the advertising of the company. Often in this way a valuable idea is caught that would probably never have been hit upon otherwise. One of the leading advertisers of the country declares that the most successful plan ever put into its business came from the suggestion of a woman buyer in a letter to the mail-order division.

AUTO RACES AND ADVERTISING HONESTY

DETROIT, June 24, 1912.

Editor of PRINTERS' INK:

Your editorial on "Deception in Automobile Race Advertising" centers attention on an abuse in the publicity end of the industry.

In the International Sweepstakes at Indianapolis, Decoration Day, the winning National car was equipped in four wheels, differential and pinion shaft with Timken roller bearings and also had a Timken-Detroit front axle. The Timken Companies so advertised in the leading trade journals. Nevertheless, a foreign ball-bearing firm advertised widely and brazenly that its bearings were installed at these points. Is this honesty in advertising?

To the injunction "Thou shalt not steal" should be added "Thou shalt not lie." A good lawyer told me once that God hated a liar worse than he does a thief. Every reputable trade journal needs an advertising editor to censor advertisements. And his standard should be the truth and nothing but the truth.

MYRON TOWNSEND.
The Timken Magazine.

It is announced that W. J. Mead is to retire from the management of the Olds Motor Works branch at Lansing, Mich., to become president and general manager of the Amplex Motor Company of Mishawaka, Ind. The Amplex company recently succeeded the Simplex Motor Car Company.

NEW FARM PAPER ASSOCIATION

An association of farm papers has recently been formed under the title of "Foremost Farm Papers," which consists of the following farm publications: *Successful Farming*, Des Moines; *Farm, Stock and Home*, Minneapolis; *Southern Ruralist*, Atlanta; *Kimball's Dairy Farmer*, Waterloo, Iowa; *The Fruit Grower*, St. Joseph, Mo.; *The Gleaner*, Detroit, Mich.; *Green's Fruit Grower*, Rochester, N. Y.; *Inland Farmer*, Louisville, Ky., and *Western Farmer*, Spokane, Wash.

The Association is represented in New York by A. H. Billingslea; Chicago, J. C. Billingslea; St. Louis, A. D. McKinney; Minneapolis, R. R. Ring.

COMMODITY PRICES LOWER

Commodity prices in June, according to Bradstreet's index number (9.1017) fell on the average 1.8 per cent. The progress of the season, the more favorable crop outlook, and the increased supply of animal provender in the form of pasturage have superinduced cheaper prices on a multiplicity of articles. Moreover, speculative operations, especially in cereals, have waned, probably because of the relatively good prospects for crops.

Even though the situation as regards prices is slightly more acceptable to the consumer, such articles as beef, leather, and metals in general, display especial strength.

Alexander Troup, manager of the New Haven Union, has been elected president of the Reading Printing Company, publishers of the *Reading Telegram* and the *Reading Times*. Walter F. Dumser, recently with the New Haven Union, has been made editor and general manager of the Reading concern.

The MacManus Company, of Detroit and Toledo, has increased its capital stock from \$25,000 to \$75,000.

THE PULLING POWER
OF CLEANLINESS.

You can reach the representative people of Pittsburgh most consistently through THE PITTSBURGH POST and THE PITTSBURGH SUN. All persons of character and consequence read THE POST and THE SUN because their advertisements, as well as their news matter, are absolutely clean. No fake medicine publicity or fraudulent propositions of any kind are permitted the use of their columns.

If you value being associated with advertisers who appreciate clean papers as assets to their products your logical Pittsburgh mediums will be

THE PITTSBURGH POST
THE PITTSBURGH SUN

EMIL M. SCHOLZ
General Manager.

CONE, LORENZEN & WOODMAN
Foreign Representatives
NEW YORK CHICAGO

A Live Wire
Publicity
Manager

Seeks employment.

The bigger the job
the better. If in
need of such write
or wire

R. H. MARSH
579 Tremont St.
Boston, Mass.

AGRICULTURAL
ADVERTISING

At It 25 Years

A special advisory service. Advertisers wanting to reach the purchasing power represented by America's great Two-Thirds best buyers, write me.

FRANK B. WHITE

Counselor at Advertising

326 W. Madison St., Chicago, Ill.

The German Weekly of National
Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 128,384. Rate 35c.

Practical Advertising Man

Open for engagement Sept. 1st.

Experience in all lines of advertising, a thorough knowledge of Engraving and Printing and an expert Mail Order Correspondent. Ten years in present position. Address "Opportunity," care of The Blaine Thompson Co., Advertising Agents, Cincinnati, Ohio.

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING NOVELTIES

APPROPRIATE ARTICLES for advertising hotels, cafes, cigar stores, restaurants. Things men keep, use and appreciate. Samples and information free. **BASTIAN BROS. CO., Rochester, N. Y.**

BUSINESS OPPORTUNITIES

BUSINESS LETTERS "crisp," ever courteous, often convincing. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia, Pa.**

CIRCULAR MAILING

20,000 CIRCULARS mailed with ours to small town merchants in Kansas, Mo., Okla., Ark., Iowa, Nebr., under 2c. stamp. Send sample of circular. **FRANK PAYNE TYPEWRITER CO., Rosedale Sta., Kansas City, Kan.**

FOR SALE

FOR SALE AT A BARGAIN—One Cottrell 2 revolution cylinder press, 35x52, 4 big form rollers with vibrators, angle rollers and plate distribution, rear delivery, tapeless, with air chambers. This press has been in constant operation until recently, and is in good working order. Address **THE PENNSYLVANIA SOAP COMPANY, Lancaster, Pennsylvania**

HELP WANTED

WANTED—Copy-writer who understands life insurance. Must be able to write pamphlets etc., explaining policies, etc. Good opportunity for young man. Address Box "C. B. G.," care Printers' Ink.

WANTED—An assistant in the Advertising Department of a large Chicago manufacturer. Experience in writing booklets, copy, etc., necessary. "C," care Printers' Ink.

WANTED—Experienced copy writer trained in general agency work for well established, progressive, central west advertising agency. Serious, well-balanced and competent man can make good connection. State age, experience and salary. Address "M," care of Printers' Ink.

LETTER BROKERS

HAVE you ever tried circularizing the results of the other fellow's advertising? We are offering for rental **TEN MILLION FRESH AND UP TO DATE LETTERS** received in answer to different advertisements—such as **AGENTS, DRY GOODS, TRUST SCHEME, MEDICAL, AGRICULTURAL AND GENERAL MAIL ORDER LETTERS** of all descriptions at very low prices for a thirty day copy. **WRITE FOR SAMPLES**—if you have any Letters to sell let us know—**WE PAY CASH.** **WALLACE BROWN COMPANY, 402-5 Morton Bldg., Chicago, Ill.**

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau, 35 Montgomery St., San Francisco, Cal.**

NOTICES

THE FIRM OF BARTLETT-WALES CO. has this day been dissolved by the retirement of James Albert Wales. Edmund Bartlett continues the business under the name of **EDMUND BARTLETT CO.** and assumes all the obligations of Bartlett-Wales Co., and the completion of all contracts. **EDMUND BARTLETT CO., 381 Fourth Ave., N. Y. C. June 1, 1912.**

POSITIONS WANTED

PUBLISHERS of magazines or trade journals requiring Eastern representative, address with full particulars "AGENCY," care Printers' Ink.

QUALIFICATIONS—I cannot tell fully my qualifications in this advertisement but I solicit correspondence with a firm who wants an advertising manager who has made good. Address box "B," care of Printers' Ink.

Advertising Solicitor

of 20 years' experience in trade journal line, \$30,000 worth of advertising now running in Automobile journal, wishes to make change. Address "T. J.," care Printers' Ink.

CIRCULATION MANAGER

over seven years on Metropolitan dailies, seeks change to any live growing newspaper. Thoroughly competent. Member International Circulation Managers Association. Modest salary. Address "LIVE WIRE" care Printers' Ink.

VERSATILE YOUNG MAN

I want a chance to show that I can make good. Age 22, single. Advanced student with I. C. S. Best references. Strong on copy layouts and details. Now employed with newspaper. Salary of secondary importance. "R. R. W.," care Printers' Ink.

YOUNG MAN who has had eight years' experience in advertising agency and selling departments seeks position with reliable and growing manufacturing concern as assistant sales or advertising manager. Comes well endorsed for ability and integrity. "FIRST CLASS," care of Printers' Ink.

Energetic Young Man

endowed with common sense, ambition and desire to work wants a change. Age 24. I am business manager and editorial writer on a weekly paper earning \$30 a week. I know retailers and have written copy for catalogues, newspapers and folders. I want a real opportunity. Will be in Chicago August 1st. In southwest at present. Can I have an interview. Address "W. A. A.," care of Printers' Ink.

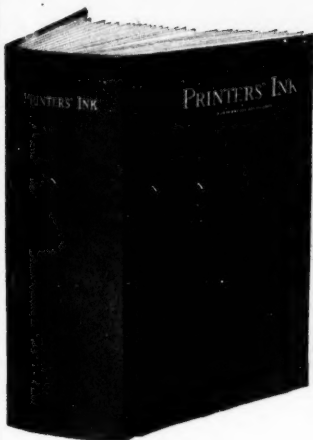
POSITION WANTED as Chicago Representative or Advertising Manager. Excellent Trade Journal and Newspaper experience. Display and Classified work. Know Chicago like a book. Acquainted with advertising Agencies and Manufacturers. Have made good on Automobile, Jewelry, Electrical and Novelty trade journals, also local and farm papers. In New York at present but wish to come to Chicago. Best of references. "HUSTLER," care Printers' Ink.

Advertising Manager

desires to make change. Extensive experience in practically every line of publicity. Able executive. Thoroughly competent to organize or re-organize advertising department. Wide experience in planning campaigns. Write and design business producing ads, booklets, and follow-up. Expert in buying and supervising printing, engraving, and art work. Now employed. Address "WILLIAMS," care of Printers' Ink.

SERVICES FOR SALE

I am twenty-seven years of age, have had six years' experience on magazines, newspaper and special advertising and write hard-hitting copy and sales-letters that sell. If you want a man who can adapt himself to your proposition and whose record spells Success, address, "E. B." 1563 Broadway, New York City.



PRINTERS' INK BINDERS

AT COST TO US

75c Each

Post Paid

STRONG, CONVENIENT,
SIMPLE

PRINTERS' INK PUB. CO.,

12 W. 31st St., New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama. Montgomery, *Advertiser*, net av. year 1911, Dy. 17,669; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, *Gazette*. Av. 6 months ending May, 1912, 6,130. A. A. A. ex. regularly.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,801; 1911, 7,892. Meriden, *Morning Record & Republican*. Daily av.: 1909 7,709; 1910, 7,893; 1911, 8,085. New Haven, *Evening Register*, daily. Aver. for 1911, (sworn) 19,154 daily, 2c; Sunday, 15,108, 5c. Norwalk, *Evening Hour*. Average circulation 1911, 3,645. Carries half page of wants. Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,515; Sunday, 7,859.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 66,154 (©). Carrier delivery.

ILLINOIS

Chicago *Examiner*, average 1911, Sunday 541,623, Daily 216,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all. The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT. The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending May, 1912, 16,094; May average, 16,706. Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 8,327. Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114. Peoria, *Evening Star*. Circulation for 1911, 21,140.

INDIANA

South Bend, *Tribune*. Sworn average May, 1912, 13,333. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,331. "All paid in advance." Des Moines, *Register & Leader*. (av. '11), 38,365. *Evening Tribune*, 20,316 (same ownership). Combined circulation 58,679—35% larger than any other Iowa paper. Supreme in want ad field. Washington, *Enc. Journal*. Only daily in county. 1,956 subscribers. All good people. Waterloo, *Evening Courier*, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911. Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,872. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1911, daily 10,444. Portland, *Evening Express*. Average for 1911, daily 17,628. Sunday *Telegram*, 12,018.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For June, 1912, 35,390.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 187,178. Sunday 1911, 323,147—Dec. av., 324,476. Advertising Totals: 1911, 8,376,061 lines. Gain, 1911, 447,983 lines 2,327,821 lines more than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, Daily Post. Greatest June of the *Boston Post*. Circulation averages: *Daily Post*, 408,007, gain of 66,551 copies per day over June, 1911. *Sunday Post*, 328,539, gain of 46,131 copies per Sunday over June, 1911. *Boston, Herald*, guaranteed daily circulation 110,714 (average for whole year ending April 30, 1912). The newspaper of the home owners of New England.

Lawrence, Telegram, evening, 1911 av. 8,405. Best paper and largest circulation in its field. **Lynn, Evening Item**. Daily sworn av. 1909, 16,539; 1910, 16,562; 1911, 16,987. Two cents. **Lynn's family paper**. Covers field thoroughly. **Salem, Evening News**. Actual daily average for 1911, 18,871.

Worcester, Gazette, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000. **Jackson, Patriot**. Aver. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,738.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal. Every evening and Sunday (©). In 1911 average daily circulation, 60,000; evening, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for May, 1912, evening only, 80,853. Average Sunday circulation for May, 1912, 84,869.

CIRCULATION **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, by Printers' Ink Publishing Company 109,313.

MISSOURI

Lamar, Democrat, weekly. Average, 1911, 3,811.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1911, 123,829.

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 10,350 daily average 1st 4 mos. 1912. **Camden, Post-Telegram**. 10,416 daily average 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c-'07, 20,270; '08, 21,326; '09, 19,062; '10, 19,338; '11, 20,116.

NEW YORK

Albany, Evening Journal. Daily average for 1911, 18,351. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, Courier, morn. Ave., 1911, Sunday, 97,764; daily, 80,268; *Enquirer*, evening, 53,891. **Buffalo, Evening News**. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 150,870. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Troy, Record. Av. circulation 1911, (A. M., 6,822; P. M., 13,735) 24,057. Only paper in city which has permitted A. A. A. examination, and made public thereof. **Utica, National Electrical Contractor**. mo. Average for 1911, 2,635.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1911: Daily, 98,129; Sunday, 128,191. For May, 1912, 108,866 daily; Sunday, 132,656. **Youngstown, Vindicator**. D'y av., '11, 16,422. **LaCrosse & Maxwell, N. Y. & Chicago**.

PENNSYLVANIA

Erie, Times, daily. 22,095 average, May, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia, The Press (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,272.

Washington, Reporter and Observer, circulation average 1911, 12,823.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1911, 15,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening, 18,401 net, sworn. A. A. A. examination.

York, Dispatch and Daily. Average for 1911, 18,527. (A. A. A. certificate.)

RHODE ISLAND

Newport, Daily News, (evening) 66th year. Covers field. Circulation for 1911, 4,406.

Pawtucket, Evening Times. Average circulation for 1911, 20,297—sworn.

Providence, Daily Journal. Average for 1911, 23,087 (©). Sunday, 33,888 (©). **Evening Bulletin**, 50,486 average 1911.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1911, 8,339.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1911, 5,784. Examined by A. A. A. **Burlington, Free Press**. Examined by A. A. A. 8,958 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.). Aver. June, 1912, 5,818. **The Register** (morn.), av. June, '12, 3,328.

Tacoma, Ledger. Average year 1911, daily, 19,001 Sunday, 27,388.

Tacoma, News. Average for year 1911, 19,310.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average year 1911, 3,971. Established over 40 years ago.

Janesville, Gazette. Daily average, May, 1912, daily 6,016; semi-weekly, 1,684.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for year 1911, 44,768, an increase of over 3,000 daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.



Madison, State Journal, daily. Actual average circulation for year 1911, 7,917.

Racine (Wis.) Journal-News. Average March circulation 7,313.

MANITOBA, CAN.

Winnipeg, Der Norwesten. Canada's National German weekly. Av. 1911 22,026. Rates 50c. in.

ONTARIO, CAN.

Fort William, The Press. Daily average for year 1911, 104,197. Largest in Canada.

Montreal, La Presse. Daily average for year 1911, 104,197. Largest in Canada.

Montreal, La Patrie. Ave. year 1911, 46,982 daily; 86,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Aver. May, 1912, 11,688. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,586 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. **Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



NEW YORK

THE Albany Evening Journal, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **Ⓞ**.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The Mobile *Register* (**Ⓞ**). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy av. 1st 4 mos. '11, 64,154. (**Ⓞ**). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (**Ⓞ**), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (**Ⓞ**). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (**Ⓞ**). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (**Ⓞ**).

Boston *Evening Transcript* (**Ⓞ**), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (**Ⓞ**). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (**Ⓞ**). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (**Ⓞ**) is THE advertising medium of Brooklyn.

Dry Goods Economist (**Ⓞ**), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (**Ⓞ**) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering Record (**Ⓞ**). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (**Ⓞ**). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 285 Broadway, New York City.

New York *Herald* (**Ⓞ**). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (**Ⓞ**). Established 1801. The only Gold Mark evening paper in New York. 'The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post.'—Printers' Ink.

Scientific American (**Ⓞ**) has the largest circulation of any technical paper in the world.

The New York *Times* (**Ⓞ**) has a greater daily city sale than the combined city sales of the other three morning newspapers, popularly ranked with it as to quality of circulation.

New York *Tribune* (**Ⓞ**), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (**Ⓞ**) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG DISPATCH

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (**Ⓞ**), only morning paper among 600,000 people.

TENNESSEE

The Memphis *Commercial-Appeal* (**Ⓞ**) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee *Evening Wisconsin* (**Ⓞ**), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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The Right of All the Way

Railroad service and telephone service have no common factors—they cannot be compared, but present some striking contrasts.

Each telephone message requires the right of all the way over which it is carried. A circuit composed of a pair of wires must be clear from end to end, for a single conversation.

A bird's eye view of any railroad track would show a procession of trains, one following the other, with intervals of safety between them.

The railroad carries passengers in train loads by wholesale, in a public conveyance, and the service given to each passenger is limited by the necessities of the others; while the telephone carries messages over wires devoted exclusively for the time being to the individual use of the subscriber or patron. Even a multi-millionaire could not afford the exclusive use

of the railroad track between New York and Chicago. But the telephone user has the whole track and the right of all the way, so long as he desires it.

It is an easy matter to transport 15,000 people over a single track between two points in twenty-four hours. To transport the voices of 15,000 people over a single two-wire circuit, allowing three minutes for each talk, would take more than thirty days.

The telephone system cannot put on more cars or run extra trains in order to carry more people. It must build more telephone tracks—string more wires.

The wonder of telephone development lies in the fact that the Bell System is so constructed and equipped that an exclusive right of all the way, between near-by or distant points, is economically used by over 24,000,000 people every day.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy One System Universal Service

"Past the Detectives"

A SHORT time ago we received a subscription from the wife of the richest man in the world. Her home is a great mansion, guarded as carefully from the world as any mediæval castle. It is full of servants and secretaries, and the lawns around it are patrolled night and day by detectives.

Into that mansion

- no canvassers are ever admitted
- no circular matter penetrates
- none of the ordinary machinery that influences expenditure is for one minute tolerated.

But there is One carrier of advertising that goes past the detectives, the servants and the secretaries into the intimate privacy of the richest woman herself.

That carrier of advertising is VOGUE

Because it is cordially received into homes where very little advertising enters, VOGUE can perform a unique service for you. Let VOGUE be your salesman in those homes where most other salesmen are excluded and from which a great fortune flows steadily out.

This is ONE of the reasons why VOGUE for three years has carried more advertising than any other woman's magazine.

STEVEN C. RAWLINS
Western Manager
People's Gas Building Chicago

Smith

Advertising Manager

For the first half of 1912, VOGUE has carried *twice* as much advertising as any other woman's magazine. Here are the figures:—

January
to
June 1912

1. VOGUE
2. Ladies' Home Journal
3. Woman's Home Companion
4. Good Housekeeping
5. Delineator

Aggregate lines of
Advertising

365,888
170,309
158,808
146,164
129,355

THE VOGUE CO., 443 Fourth Ave., New York